

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXXIX, No. 8 NEW YORK, NOVEMBER 20, 1924

10c A COPY

## *The Invisible Third*

FASHION, drawing a pencil line, says to her goddaughters, "Be as slim as that." Couturiers, displaying frocks tenuous as gossamer, say, "Be as lissom as that." And immediately the question of underthings that assure the slenderness of the mode assumes supreme importance.

Thomas Dalby Company, of Watertown, Mass., solves this enigma of space by providing an invisible third. Dalby Silknits—underwear like snug cocoons—can't lessen in the least degree goddaughter's perpendicularity. Worn under the most astrictive silhouette it takes up less than a suspicion of room. And how beautifully they make it, how wondrously it wears.

Something so spaceless, so silkily satisfying, has set copy fairly purring with luxury and comfort . . . copy that is making undreamed-of underwear-merits intimately visible to many thousands of goddaughters. Refocusing the glass of visibility is one of the most joyous things we do.

B. A. I. S. 1924 with  
N. W. Ayer & Son



## N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



Nov. 20, 1924

"— the sales which have resulted  
have been most gratifying to us—"



**O'Sullivan**  
**Rubber Company Inc.**

CHALLENGE TO RUBBER HEELS AND SOLES

131 HUDSON ST. NEW YORK.

May 27, 1924.

Messrs. Artemas Ward, Inc.,  
#60 Union Square,  
New York, N.Y.

Dear Sirs:

We cannot refrain from writing to tell you how  
splendidly our sales have increased during the  
first four months of this year. New York continues  
to be our hamper territory.

Starting over twenty-five years ago with a small  
contract on the elevated railroad, we have steadily  
increased our appropriations in your medium. In ad-  
dition to space in all the Interborough cars, we have  
used posters, both large and small, on the stations  
of both the elevated and sub-way.

You have always given us the best possible service,  
and the sales which have resulted have been most  
gratifying to us, as we know they have been to you.

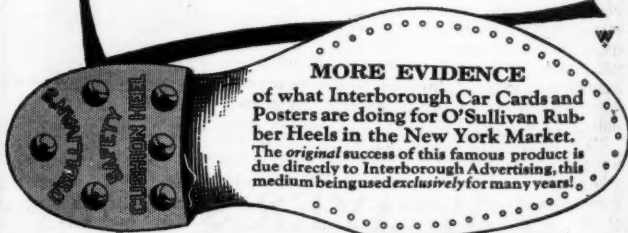
Wishing you continued success, we are

Very truly yours,

O'SULLIVAN RUBBER COMPANY, INC.,

*Robert M. O'Sullivan*  
President

R.M.C.



### MORE EVIDENCE

of what Interborough Car Cards and  
Posters are doing for O'Sullivan Rub-  
ber Heels in the New York Market.

The original success of this famous product is  
due directly to Interborough Advertising, this  
medium being used exclusively for many years!

**INTERBOROUGH**  
*Subway & Elevated Car Card & Poster*  
**ADVERTISING**

30  
UNION  
SQUARE

CONTROLLED BY

**ARTEMAS WARD, INC.**

NEW  
YORK  
N. Y.

# PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXXIX

NEW YORK, NOVEMBER 20, 1924

No. 8

## Cut Loose from Secret Rebates

Concessions Are Demoralizing and the Longer They Are Continued the More Difficult It Will Be to Establish Prices That Will Bring Certain Profits

By A. H. Deute

General Sales Manager, The Borden Company

IN my office I have hanging a framed sign which reads: "Not one salesman in twenty can be trusted with a sliding scale of prices. Their tender hearts invariably cause them to slide at once to the lowest price and stay there."

On the surface, few houses have sliding scales of prices, unless they be quantity discounts, known to all buyers. But down underneath, there is many a weak-kneed owner or sales manager who lets this or that old-timer make a little concession now and then if he needs it to get the business.

One of these concerns is a wholesale house. I know the owner well and he and I both know that he slips off the price path now and then. The last time I saw him, I said to him: "Are you still working with your sliding price list?"

"We have only one price," he replied, smilingly.

His smile was so contagious I knew there was something back of it, so it was not surprising when he added: "My price is always the most I can get."

Right there he expressed the psychology of the salesman who works with a sliding scale of prices. He honestly believes he is getting all that he can get; that in permitting him to have leeway in making a price, his house is relying on his good judgment and enabling him to get business which would otherwise be lost.

But what really happens is that ninety-nine times out of 100 the shrewd salesman meets a shrewder buyer. And the buyer knows that Bill can shade the price a little. Bill has probably bragged in the past that he stands so well with his house that it lets him run the territory and that what he says goes.

"Yes, sir! I have handled this trade for my house for twenty years. I myself have built up this business from nothing and the house appreciates it, too. When I sell you something and make the price right it is because I am taking care of my house by taking care of my customers."

The fact that he can do it makes him especially anxious to prove that he can do it. And the fact that he loves to get a nice big order, induces him to boost the quantity and trade for it the lower, inside price. He soothes his conscience by assuring himself and his house that by having that little leeway, he not only got the order, but undoubtedly got twice as big an order as he would otherwise have obtained.

One day somebody in the firm, with an eye for profits and a nose for hunting up leaks, finds that although the average list price is sixty cents a pound, the average price actually obtained on that product is only fifty-six cents. Four cents a pound difference means actually \$8,000 a month.

Then he goes a step further, to

find that the four cents a pound represents special quantity discounts, special inside arrangements, special advertising allowances. While the sales manager has been earnestly getting away from that practice for several years, knowing that it is unsound business, still there are five old-timers who just about run their own territories, and the sales manager hadn't yet become sure enough of himself and his volume of business to take hold of the practice and have it summarily discontinued.

Also it turns out that these old-timers not only get fine big salaries based on their total business, but they also get an extra percentage on all sales over a certain poundage. It comes out, too, that that average is nearly all represented by this specially bought business. So it comes out that Bill and his four friends not only find it necessary to give away about four cents a pound, but they also earn a special bonus of two cents a pound, making a total of six cents a pound which this special concession business is costing the house.

Then it comes out that on that particular product the house makes what is really a nice average profit of four cents a pound. When the man with a business nose and sharp eyes for figures gets these facts in front of him, he makes up a chart and has it all ready for Bill. The next time Bill comes in, he says: "Bill, how is business with you?"

And Bill says: "Fine!"

"I'm glad it isn't better than that," is the reply. "Because if it were really much bigger, we would go out of business."

It is pointed out kindly but firmly that the price which the house publishes is really the lowest price at which the goods can be sold. It will be necessary to pass up any future business except at regular prices and terms.

This is a great surprise to Bill. He points out that it simply can't be done. And when the house is obdurate, he flies into a rage. Before he will be treated like a baby

instead of like a business man, he will go some place else and get a job. And maybe the house would like to find out for itself whether it is Bill or the house that has built up the business in that territory.

"That's all right, Bill," the man with the eye for figures explains. "We would hate to see you go. But right now we are losing money on you and your territory. If you can turn yourself and your territory into a profit for the company, we surely want to have you with us. But if the only way you can get volume and make money for yourself is by putting us into the red, then you can't do any better for anybody else."

Now, the foregoing conversation took place with two men—not just one. And in one case the salesman decided that he would stay with the house and go out for the full price. In the other case, the salesman knew that he could go with a competitor and work the same territory he had been working, so he left and took the new job.

#### THESE CUSTOMERS HAD BAD HABITS

Here is the result in each case:

Salesman Number One stayed with the house. He went out on his next trip, prepared to get the list price—no concessions, no inside allowances—no advertising fund—just quality and service and his price list.

The first regular customer upon whom he called cried out in surprise: "You say I don't get my 5 per cent any more? I am the best customer you have in this town and you know it. The reason you sell everybody else here is because what I carry they have to carry. You and your house know that I made your business in this town and right now I buy as much as any three of my competitors put together. And now after you have built up a fine business here, you figure you can come into my store and hold me up. I built up a business on your line and I can do it on some other line. So you can put me down for my regular quantity with





## Living Room Show Windows—

**I**N the large cities, the most effective display—for a radio set, for instance—is, of course, the most prominent retailer's show window.

In the small town, it is, of course, the living rooms of the homes of the most prominent people.

Who are, of course, almost all of them, readers of

# Christian Herald

my regular special five off and send the order in that way and tell them that if they don't want to ship it that way, they can cancel the order. And if the order isn't here next time you come around this way, you need not come in, because I will have lined up with somebody who appreciates good local co-operation.

"And furthermore, I think this is a rotten way for you yourself to treat me. You and I have been friends for years. But I know how it is. You no doubt get a share of the profits from your territory and you figure that you can take my five and split it with the house."

Naturally, the salesman remonstrates; but he holds his ground and leaves without the usual order.

After this had happened in store after store, Salesman Number One just simply resigned. It was a new day. Business was not being done as it once was done. His old trade was leaving him. They would not pay the price.

A new man was put into the territory. For a few trips he had hard sledding. Dealer after dealer refused to buy unless given his old-time 5 per cent. But gradually, as stocks began to run down, one after another said in effect, to the new man: "Well, you can't expect me to give you any real support, but I need a little of your stuff for a few people who want it. That comes from having got behind a line like yours and counting on being treated right. Also, the advertising you are doing brings inquiries from new customers, and if I don't have what they want they won't stay with me. So send me a minimum order."

Six or eight months later the soreness had gradually worked out. It is true that for months and months the volume was below the old standard, but there was a little profit in the territory where formerly there had been losses.

Now, let us go back for a moment to Bill. Bill quit the house and took a job with a competing line, in the same territory.

"So you changed lines," the first big dealer exclaimed. "And what is the big idea? That was a fine house you were with."

"They took away your concessions—won't let you have your 5 per cent."

"Well, that's too bad, but even for that, I can't change lines. It is easier for me to get a little more for the goods if I have to, but my trade is used to that line and I had better stick with it."

"However, I'll give you a little business if your price is right. How much off the list do I get?"

"Only five."

"Yes, I know that I got only five on the other line, but five on that line is as good as fifteen on this line. Better fix me up with at least ten and I will see what I can do for you."

And in the end, Bill took the order for a small quantity with a special discount of 10 per cent. He explained to his new employer that this was only the start and it took time and cost money to break into some of these big accounts. But in his own heart, Bill realized bitterly that he was on the outside.

Now, the Bills and Joes and Petes who have been selling for years are not chiefly to blame. The houses that let them develop that method of selling are responsible. The dealers who have been getting "something on the inside" don't give up without a struggle. And it is human nature that many a dealer would rather switch lines than pay the full price when he has been getting concessions.

On the other hand, many a line has been turned from a small loss into a worth-while profit by hunting for the leaks that exist in the form of these special concessions that salesmen are permitted to make. Often it is expensive, for the moment, to cut them off.

All too often it also means the elimination of many good salesmen—men grown old and experienced with the line—men with fine followings—but men who can't change their methods of selling.

(Continued on page 175)



## "This is my school"

"Look out you don't get lost on the campus, Dick."

"All right, Wisecracker. Run along and play on the grass while I'm getting set to play on the cash register. You can have your school bells. I'll take the postman's whistle, thank you."

It doesn't make any difference these days whether a boy's family has nothing or a million. He knows he's got to work, either for himself and his family or, if circumstances permit, for the public good. And he knows that the trained man has the edge on the rest of the pack. He's the finest prospect of all for correspondence schools.

Put your coupons in **THE AMERICAN BOY**. They will be beckoning half a million up-to-date boys whose ambitions are being stimulated and whose talents are being encouraged by the stories and articles in this greatest of all boy magazines.

These splendid prospects of yours average  $15\frac{1}{2}$  to 16 years old. The doors of the work-world are opening to them. They need guidance—will welcome it. Don't wait for them to get into ambition-killing grooves. Advertise to them now. Copy received by December 10th will appear in February.

**The American Boy**  
The Biggest, Brightest Best Magazine for Boys in All the World  
**Detroit Michigan**

**Seven billion  
dollars' worth  
of textile  
products are  
sold every  
year**

**J. W A L T E R**  
**A D V E R T I S I N G**

---

## Clothing and Textile products advertised by The J. Walter Thompson Company

Barbour's Linen Thread  
Butterick Patterns  
Carter's Knit Underwear  
Corticelli Silks  
David & John Anderson  
Ginghams

Peace Dale Yarns  
President Suspenders  
Shelton Looms Products  
"U. S." Raynsters  
Waterside Corduroy



ANY of these are staples—with a value following closely the cost of raw materials and labor.

In sharp contrast are the highly developed style creations where intrinsic cost is but a small fraction of the selling price.

Between these two extremes lie the products of mass production—where materials and style both play a part in determining price.

For each of these groups the selling problem is different. But to each of them advertising offers a way to secure that stability of demand, which is such an important factor in maintaining volume. And by using this force textile manufacturers today are winning the same sort of leadership that has already been achieved by successful advertisers in other fields.

If you make a textile product, the experience of the J. Walter Thompson Company in this and kindred fields will help you sell in greater volume.

# T H O M P S O N   C O .

NEW YORK   CHICAGO   BOSTON   CINCINNATI  
SAN FRANCISCO   LONDON

# Outcasts of Production

R. E. Rollins, of the Rollins Hosiery Mills, Found That His Factory Was Neglecting the Large Man—Now This Outcast Is Being Catered To

By Mac Harlan

Advertising Manager, Rollins Hosiery Mills

THE next time you are in a group of fifty or more people look around and make mental note of the comparatively large proportion of individuals who are out of the ordinary in height and stature.

Manufacturers of things that are sold ready-to-wear have long given thought to the cut, style and workmanship of garments for the great army of average folks. It is only in comparatively recent years, however, that makers of nearly all articles of clothing have considered the individual who may not have developed into a person of standard specifications.

Nowadays, no men's ready-to-wear clothing manufacturer, who claims to produce a complete line, fails to take into consideration the masculine form which may have developed into proportions which will not quite coincide with the physical statistics of Beau Brummell or Adonis.

But, for some reason or other, manufacturers of hosiery have been among the tail-enders in this problem of contributing to the sartorial needs of the man who is other than ordinary in his physical make-up. No doubt most hosiery manufacturers have assumed that their article being a knitted product, it could accommodate itself to the largest and the smallest figures and all those sizes in between. If this be true, why then go to the expense of developing styles which would be particularly fitted to gentlemen of Herculean proportions?

It remained for R. E. Rollins, of the Rollins Hosiery Mills, to develop a sock made especially for the large man. In the development of this special Rollins over-size sock necessity again became the mother of invention. Mr. Rollins, himself a man of much more than average stature and

weight, found the ordinary silk or mercerized sock for men particularly uncomfortable and unadapted to his type of physique. Many friends of size like unto himself had frequently complained to him that hosiery manufacturers had left them out of the reckoning when producing socks.

Not only were ordinary socks found to be uncomfortable to the man with a large foot and calf; they were not giving any particular wearing satisfaction due to the extra friction and strain produced wherever the ordinary sock had to be forcibly stretched over a foot and ankle much larger than that which it was built to cover. Customers and friends had even complained to Mr. Rollins that they sometimes found it necessary to slit the top of an ordinary sock before they could pull it up far enough to attach a garter clasp.

## A SUGGESTION THAT STRUCK HOME

With all of these complaints Mr. Rollins was in keen sympathy having, from time to time, undergone many of the same experiences with socks of the ordinary type. So the production department of the Rollins Hosiery Mills was instructed to work on the problem of knitting a sock that was over-size in every respect.

The chief problem in making such a sock was a manufacturing one. In order to make a sock wider in every proportion it looked as though it might be necessary to manufacture it in a texture which would be somewhat coarse and unsightly. After some experimentation, however, this difficulty was overcome and, by making adjustments on certain machines, it was found possible to knit a lisle or silk sock just as finely as any in the regular sizes.

Mr. Rollins experimented with

---

---

**The largest daily  
newspaper circula-  
tion in the entire  
Mississippi Valley  
—aside from Chicago,  
St. Louis and Kansas  
City — is that of**

**The Des Moines Register  
and Tribune-News**

---

---

*“The back bone of  
practically every  
successful adver-  
tising campaign  
in Iowa”*

---

---



these socks by wearing them himself until all the faults in their manufacture had been ironed out. Then, after testing many pairs and finding them ideally fitted to his needs, he decided to place this new oversize sock on the market.

Two types of the oversize sock were marketed. One was knit of fine mercerized lisle and the other knit of pure silk. Samples were placed in the hands of the salesmen and they were instructed to introduce them to clothing merchants and other retailers of men's hosiery throughout their territories.

But there seemed to be entirely too slow a development of interest. Most of the salesmen and most of the buyers in retail establishments are of ordinary size. Any man, not of ample proportions, and not having had troubles in the wearing of the ordinary sock, could hardly appreciate the advantages of the new oversize model. Only a scattering of merchants throughout the country at once saw the possibilities of this unusual sock and immediately stocked it. Their sale did not grow as rapidly as Mr. Rollins knew the merits of the sock warranted.

A conference was called and it was decided to tell the men of the country about this sock through national advertising. No attempt was made to appeal to the wearers of ordinary socks. The whole piece of copy, from the illustration to the signature, was laid out to attract the large man.

Particular attention was given to the copy in order to bring before the reader a mental picture of all the discomforts of the ordinary sock when it was stretched over a limb much larger than it was made to cover. Picturesque, human-interest copy was written in the language of the man whom it was designed to reach.

In preparing this copy it was necessary to avoid any phrasing which would tend to enhance the self-consciousness of a man who might be a little bit touchy because of his hugeness. Therefore, any "Smart Aleck" references to avoirdupois were strictly tabooed

in the copy and only straight-from-the-shoulder common-sense talk was used to convince the big men of the merits of this new sock.

The illustration, itself, did not depict anybody of outstandingly rotund proportions. Instead, the central figure was a man of athletic build—one who was simply built larger all around than most other fellows he might meet in his daily walk of life.

Although the copy featuring these new oversize socks only recently appeared in national publications, the direct results in orders and favorable comments have proved that Mr. Rollins was on the right track when he decided to favor men of his own build by offering them a sock built to give long wear and made especially for their comfort and appearance.

Dealers, in many instances, have instructed their salespeople to offer this oversize sock to every large man who enters their stores and asks for hosiery. Many men, not knowing that there was such a sock, have eagerly purchased it and, in time, have come back for more, bringing their friends along.

Although this is a case where an article has a more or less restricted market, due to its strictly class appeal, it often has been demonstrated that such a market, once developed, is a particularly loyal and profitable one for manufacturer and retailer to cultivate.

### Bassick-Alemite Merged with Stewart-Warner

The Bassick-Alemite Corporation, Alemite lubricating systems, and the Stewart-Warner Speedometer Corporation, both of Chicago, have been merged. The Stewart-Warner company has acquired a majority of the stock of the Bassick-Alemite company. Details of the consolidation will be sent to the stockholders this week.

### Aeolian Account with George L. Dyer

The Aeolian Company, New York, has placed its advertising account with The George L. Dyer Company, advertising agency, of that city.

The John B. Stetson Company, Philadelphia, men's hats, also has appointed the Dyer agency to direct its advertising account.



## How Many Home Owners in Your Markets?

More than 63% of all Wisconsin families own their own homes. In this respect Wisconsin is second only to North Dakota—a state with one-fourth the population of Wisconsin.

The control center of this "solid" commonwealth is Milwaukee—first city in America in diversity of industry. To sell this market, and to keep it sold, at the lowest cost per sale, the most successful advertisers use The Milwaukee Journal exclusively.

O'MARA & ORMSBEE, INC.  
*National Representatives*

NEW YORK  
CHICAGO

SAN FRANCISCO  
DETROIT

HARRY J. GRANT, *Pub.*

**The Milwaukee  
JOURNAL**  
*FIRST - by Merit*

R. A. TURNQUIST, *Adv. Mgr.*

# **...and in every**

## **in the six states**

**T**HERE are 124 important cities in Illinois, Indiana, Wisconsin, Michigan, Iowa, and Ohio where the circulation of either Chicago Sunday newspaper exceeds 1000 copies.

In 75 of these 124 cities the Sunday Chicago Herald and Examiner leads in circulation.

[ Figures used in this advertisement  
from Auditor's Report, 3-31-'24 ]

# **Chicago Herald**

NEW YORK: 1819 Broadway

# **important city**

## **surrounding Chicago**

**W**ITH each of these 124 cities representing the shopping center of thousands of people, and with the Sunday newspaper readers of a majority of these cities showing a decided preference for the Herald and Examiner, the superior value of the Sunday Herald and Examiner as a trade influence in these localities is obvious.

*In the Chicago Territory*  
**"BUY IT BY THE MILLION"**

# **and Examiner**

**SAN FRANCISCO: Menadnock Bldg.**

## Radio or Rodeo

---

### "Ride 'Em, Cowboy!"

---

The rewards of radio like the rewards of the rodeo—the rewards of life itself—go to those who "stick." \*

"God hates a quitter" is a proverbial summing up of wisdom in a biting western phrase.

Radio is just cutting its wisdom teeth and beginning to "go good" as an all-the-year-round necessity of modern civilization. It is now one of the world's great industries—and growing like a prairie fire.

Stay with it, cultivate it and you will reap golden rewards. One of the world's greatest radio markets is Chicago—and the door to that market is the medium that holds the reader interest of the great majority of Chicago radio fans—

\*Rodeo (pronounced ro-da-o) is a western "roundup" for cattle branding

## THE CHICAGO DAILY NEWS

### *First in Chicago*

Note—The Daily News is the only newspaper in Chicago owning and operating its own radio broadcasting station, WMAQ.

# Where Do We Go from Here?

A Program for the Next Generation of Advertising Men

By Earnest Elmo Calkins

ADVERTISING is such a precocious business that its practitioners have a hard time keeping up with it. Every once in so often some genius arises and says, "Eureka!" meaning that a final solution of all the problems has been found. He struts his brief period, but advertising goes right on, leaves Archimedes behind, and springs a bigger problem to set the wise ones cudgeling their wits.

I have sat up with advertising since the beginning, and I have seen the whole show—up to now. I have, as Virgil so modestly asserted, seen all of it, and been a part of it.

When I began my work thirty years ago, the most conspicuous symbol of advertising was the picture of Old Doc Munyon, with upraised finger, declaring, "There is hope." Since then many a style has become the fashion for a season.

Advertising is as much afflicted by changes of fashion as millinery. Jingles, imaginary characters like Phoebe Snow, slogans, coined names, reason why, psychology, double-page spreads, market investigations, atmosphere, dealer influence, merchandising, art typography, millines, are among the magic formulas that have had their day, and left something useful behind them, perhaps. But none of them seemed to do away with the original truism that advertising is just a job, like bookkeeping, or bricklaying, or banking, and that one great underlying principle which has not yet been abrogated or superseded is that the great power of advertising lies in its persistency, in its continuity; that no matter how you do it, or what your pet talking point, or copy appeal, or keynote, you must keep right on doing it, day after day, every day; that

there are no short cuts, or royal roads, or northwest passages to the promised land of increased sales, and that advertising, like any other living thing, like a bank, or a bay tree, or a baby elephant, is subject to the laws of growth—every little added to what you got makes just a little more.

Many people even to this day do not believe this, and are still seeking, like the angel of the old schoolmen, to go from point to point without passing through the intervening space. A recent cartoon showed a plump lady consulting her doctor. "You will have to diet," he tells her. "Oh, I thought there was an operation, or something easier," she moaned.

There is a whole book of advertising in this incident. The late George P. Rowell, that shrewd old philosopher, said on the same subject: "I have fished much during my life, and heard a lot about the best way to fish, the best flies, the best times, and the best places, but I've noticed that the man who catches the most fish is the man who fishes most." That was many years ago, but it is just as true now as when he said it, and it will be true when I get through talking.

Having, as I have intimated, reached a certain eminence by reason of having survived so many years of advertising work, I feel it is my privilege to point out some of the bigger problems that now exist in this complex business at which we earn our living; problems which must be solved, for the future of advertising is in our hands, yours and mine, but more yours than mine by the number of years my age exceeds yours. In so doing I feel all the satisfaction of the organ blower who explained that he pumped and the organist played. "And sometimes," he said, "I pump a piece he can't play."

Advertising today is as much

Portion of an address delivered Nov. 19 before the convention of the New England Advertising Clubs, Hartford, Conn.

better than advertising when I was cutting my teeth on two inches single, as a new Cadillac is than the weird contraption that Henry Duryea drove about the streets of Peoria, where I was holding down my first job as advertising manager, but it is almost defeated by its own efficiency. Newspapers and magazines get bigger and bigger, with single advertisements running two and four pages an issue, advertisers grow restless and change agents more frequently in the relentless search for a new idea which will make the generous space even more potent in selling goods.

Some products, especially foods and toilet articles, have received such relentless exploitation one wonders if they are not already scratching gravel from the bottom of consumer demand. The grocer and druggist scratch their heads and look despairingly at their crowded shelves when asked to find place for another breakfast food or a new tooth paste. Two million new customers are born every year, but so prompt is advertising, and so thorough and efficient its methods that it uses them up faster than nature can supply them. The demand exceeds the supply.

In the early days the only question about advertising was whether it would sell goods, just as the only question about a motor car was whether it would run. Today the motor car is hard put to find a place to run in and advertising is almost at the point where it must find new worlds to conquer. Almost—but not quite.

#### ADVERTISING SATURATION?

There is no crisis yet, but anyone who looks ahead in advertising, or in the motor-car market, must see that the time is coming when there will be no place to park the advertising. I leave the problem with you. I have no solution. That is for you—the next generation. I am merely pumping the piece for you to play.

Much might be said about the public—the consuming public, as it is affectionately called in the bright lexicon of advertising. But

one aspect of that public has so far escaped notice—an aspect which is bound to have a marked effect on future advertising, but whether for good or bad, I leave for you to decide.

There are at least two thousand advertising agencies in this country, some with a dozen people, some with hundreds. The clients of these agencies are manufacturers who, as they employ agents, must be more or less interested, and the whole establishment becomes conscious of advertising, especially in these days when it is the practice to sell the house's advertising to the whole force. The selling department in particular is saturated, because the first step is to thoroughly instruct it, from the sales manager down to the newest cub salesman, in the advertising plans. These men go out and merchandise them to the dealers.

There are more than a million dealers and it is safe to say that every one of them has listened to at least one lecture on advertising. The dealer's clerks are included, especially where the dealer is an advertiser on his own account, and insists that his staff shall be familiar with the advertising of the house. Some of the department stores maintain advertising departments as large as those of the biggest agencies. Clustered around the agencies is an army of camp followers, artists, engravers, printers, electrotypers and lithographers, whose principal work is manufacturing advertising material.

Next consider the mediums. Newspapers, magazines, street cars, poster-boards, painted bulletins, and novelties, and to some extent the movies and the radios. Another vast force is needed to keep up the advertising end, run the plant and sell the space. Add another large segment to account for the advertising clubs, which include many in the foregoing categories, but also many not otherwise classified, whose interest in advertising is great. Think of the street fairs, carnivals, lodge picnics, charity bazaars, police athletic meets and church sociables,



each with its program in the hands of eager solicitors selling space to local merchants. And finally colleges and high schools, not to mention the many courses conducted by clubs, business colleges, Y. M. C. A. and other organizations.

Here is a large public. Each of these agents, advertising managers, manufacturers, dealers, salesmen, clerks, artists, printers, photographers, poster people, students, is a part of a family. The older ones are married and have wives and children. The younger ones live in the homes of their parents. And in each family circle there is an unusual and sophisticated awareness of advertising due to the fact that the breadwinner gets his living, or part of it, or has his chief interest in advertising.

What is the attitude of this public? Does it help or hinder? Does a knowledge of advertising make people susceptible or skeptical? Are advertising men influenced by advertising? Do priests believe in their church? Is the stage storm less impressive after one has seen the thunder machine work? Will advertising be bettered by the spread of this inside, behind-the-scenes knowledge of the machinery by which the effects are produced?

#### SINCERITY MOST NECESSARY

I do not know, but I think much depends on the attitude of advertising men toward their own work. On their sincerity, their honesty, on their own belief in what they sell. Their attitude will affect all their dependents. You hear of the newspaper men's newspaper, the novelist's novel. What is the advertising man's advertising? One is reminded of Grimaldi, the great clown, who consulted a doctor because of melancholia. "What you need," said the doctor, "is a good laugh. Go see Grimaldi act." "Alas!" was the reply, "I am Grimaldi."

Just so sure as sacred cows are foddered among us, just so sure as we take ourselves too seriously, and forget that advertising, like every business, is largely common

sense, and no more a mystery than bootlegging or baking, even if we fool the advertiser, the man who pays the bills, we cannot fool this growing advertising public, which gets its dope from the inside, and forms so large a part of the consuming public which is our court of final appeal.

What I have called bunk manifests itself in copy, just as much as it does in other phases of advertising work. I am perhaps more conscious of it there than elsewhere because of my belief that copy plays a larger part in successful advertising than is commonly held, especially in these days when perhaps more care is given to preparing the ground than in sowing the seed.

Advertising copy shows a tendency to harden into what the French so expressively call "clichés." "Clichés" is the French word for "stereotype,"—stereotyped expressions of the hard-worked copy writer without sufficient material and barren of inspiration. The commonest form of the "cliché" is the meaningless superlative—the bests, unequaleds, unsurpasseds, which are in themselves a confession that there is nothing to write about. But whole phrases and sentences and paragraphs appear in much advertising copy, especially of those products which are most widely advertised, as though there were not enough individual stories to go around, which is true.

This results in the prevalence of what may be called the "advertising tone of voice." There is a difference between the natural, unforced expression of a good writer and the hard, uninspired grouping of words in the average advertisement. It is like the difference between the conversational manner and the speaking manner of a platform orator. Copy that is full of "clichés" is dead and leaves the reader cold.

There is no material with which human beings work which has so much potential energy as words. In their selection and their grouping lies all the power of advertising. No matter how thoroughly the preliminary work may be

done, it finally results in a plan that must be expressed in copy. It all becomes worthless unless the copy has the vital spark, unless it fires the imagination of the reader and produces some chemical action in the brain. This job is made difficult by the fact that there is apparently nothing to say.

Articles advertised may be roughly divided into two classes—those that have some distinct, demonstrable advantage—a monopoly, as it were—and those that differ from their competitors so slightly that it cannot be conclusively stated in words. The latter are by far the larger class because they comprise nearly all the staples of existence. In the beginning of advertising this was not so apparent because each line was represented in advertising by only one or two examples, but as an advertiser of any given line became successful, others making that same article became advertisers, and soon it was realized that they were all telling the same story. The net result of such advertising was not so much selling the advertiser's individual product as making a market for that kind of goods.

Out of this situation has grown co-operative advertising, which is one of the significant signs in the advertising world and will be heard from in the future. At present inherent selfishness and vanity hold it back in spite of noteworthy successes where it has been tried.

Meanwhile what is that advertiser to say in his advertising who has nothing to say? How can he interest a bored and sated public without a fresh and vivid story? We are pursuing certain lines of thought, certain methods of work, until they have become threadbare.

It means that where there is no individuality in the goods, there must be that much greater personality in the advertising. It means that the English language, the vehicle that you use, is bigger and wider, and deeper, than the needs of all the advertising of all the products that the world can produce. It means, in short, that our work has just begun.

I am as far as possible from being a pessimist, but I do not think that optimism consists of ignoring problems, but in grappling with them. We all read in our school books that old chestnut of Patrick Henry's, "I know no way of judging of the future but by the past," and I know that advertising has grappled with all the problems that have come up and solved them triumphantly, and it will continue to grapple and be triumphant.

The next generation of advertising men has an interesting program. What we have done is nothing to what they will do. They must realize that advertising is a very different thing from what it was a quarter of a century ago; that with all the changes that have been brought about by different ideas and ideals, new inventions, new habits, new wants and new standards of living, advertising itself, has brought about its own greatest change, and that while advertising is more expensive than ever it continues to be more necessary than ever.

The machinery of advertising is presented to the next generation as a going concern. It has not outlived its usefulness. It has not reached its zenith. On the contrary, it is just beginning to realize its power, to vision its possibilities. But the only way to realize that vision is to take account of conditions as they exist, to realize that the world in which we work is a shifting kaleidoscope, always presenting new patterns. Every day is a new beginning. Every day is the world made new. We should keep our feet on the ground, but our heads well above the clouds.

### Joseph Ewing Becomes Marketing Counsel

Joseph Ewing, recently general sales manager of the Phillips-Jones Corporation, New York, has left that organization to form his own business as a marketing and sales counsel, with offices in New York. Mr. Ewing was at one time director of sales of the Martin-Parry Corporation, York, Pa., and a member of Bonbright & Company, Inc., New York, investment securities. He also was vice-president and sales manager of the Haskelite Manufacturing Corporation, New York.

**I**F you should ask any intelligent Philadelphian how to make your advertising appropriation do you the most good in Philadelphia the reply undoubtedly would be "place it in The Bulletin," because, "In Philadelphia nearly everybody reads The Bulletin."

## Dominate Philadelphia

*Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—*

# The Evening Bulletin.

**PHILADELPHIA'S NEWSPAPER**



Net paid circulation for the six months ending September 30, 1924—

**516,609** copies  
a day

The circulation of The Philadelphia Bulletin is one of the largest in the United States.

New York—814 Park-Lexington Building (46th Street and Park Avenue)  
Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard  
Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Boulevard  
San Francisco—Harry J. Wittschen, Verree & Conklin, Inc., 681 Market Street

(Copyright 1924—Bulletin Company)

---

# *The* **REDB**

**distribution of  
the December issue  
more than**

**9200**

---

e  
BOOK  
Magazine's  
e

000  
copies

# Oklahoma's Prosperity is a provable fact

Oklahoma's cotton has increased 28,000 bales, or more than \$2,000,000, since November 1. Total production to date is 1,300,000 bales, of which 907,299 bales were ginned by November 8. Good times grow better!

Oklahoma's unusual prosperity is shown no more clearly than in recent bank statements which show a reduction of loans and bills payable, and an increase in cash and sight exchange, bills of exchange, and deposits. Individual banks report increases in deposits ranging from as low as 25 per cent to as high as 90 per cent.

The Oklahoma Farmer-Stockman will carry your sales messages into three-fourths of the farm homes in this prosperous State. Write for all details; let us give you the complete story of Oklahoma's rural market.

**The OKLAHOMA  
FARMER-STOCKMAN**  
CARL WILLIAMS  
Editor

Edgar T. Bell, Adv. Mgr.

Oklahoma City, Okla

The Only Farm Paper in Oklahoma

**E. KATZ SPECIAL ADVERTISING AGENCY**  
New York Chicago Kansas City Atlanta San Francisco

Ma  
We  
Cl  
Editor  
We  
for 19  
in wh  
next y  
We  
tories  
what  
have  
advert  
lack o  
to get  
year 1  
We  
cent b  
for th  
sure.

W  
condi  
time,  
exper  
good  
publi  
ing t  
either  
their  
the c  
Th  
the s  
try d  
serva  
is an  
ous  
said  
stock  
condi  
If th  
1925  
We  
Wey  
Comp  
to co  
to in  
sellin  
have  
comp  
their  
tions,  
wher  
trenc  
usual  
pect.

# Some Predictions about Business in 1925

Business Will Be Big, If the Plans Are Big

WOOD CONVERSION COMPANY  
MANUFACTURER AND DISTRIBUTOR  
WEYERHAEUSER FOREST PRODUCTS  
CLOQUET, MINN., November 4, 1924.  
Editor of PRINTERS' INK:

We are making our sales plans now for 1925 and naturally we are interested in what others think of the prospects for next year.

We are opening up some new territories and if business conditions are not what they should be we will naturally have to increase our selling effort and advertising in order to make up for the lack of volume as we have determined to get a certain amount of business next year regardless of what conditions are.

We believe if business drops 20 per cent below normal that we can make up for that amount in increased selling pressure. Your opinion will be appreciated.

WOOD CONVERSION COMPANY  
HOWARD SIMMONS,  
Sales Manager.

WE make no pretense of being able to forecast business conditions. Still, at the present time, one does not have to be an expert prognosticator to predict a good year during 1925. We have published several articles indicating that leading advertisers intend either to maintain or to increase their advertising appropriations in the coming year.

The unprecedented activity in the stock market since the country decided that it prefers a conservative political administration, is another indication of prosperous business. It has long been said that the condition of the stock market forecasts industrial conditions for six months ahead. If this be true, we may expect 1925 to be unusually active.

We like the attitude that the Weyerhaeuser Forest Products Company takes. It is determined to consummate its plans, intending to increase its advertising and selling pressure if necessary. We have always noticed that those companies that plan to increase their sales, regardless of conditions, usually do increase them, whereas those companies that retrench because of the outlook usually get exactly what they expect.

This has been a slow year in many lines, still an advertising agent, who has a large number of accounts, told us recently that all his clients who maintained their usual appropriation are reporting an increase of at least 10 per cent in 1924 sales. Those clients who decreased their appropriations are in every case doing less business than they did a year ago. This is more than a coincidence. It shows that there is a very direct connection between sales and selling effort. It proves that other things being nearly equal, a business gets approximately what its management plans for it.—[Ed. PRINTERS' INK.]

## J. F. Dalton, Jr., to Join "American Legion Weekly"

John F. Dalton, Jr., for the last eighteen months business manager of the *Dairymen's League News*, New York, will join the sales staff of *The American Legion Weekly*, also of that city on December 1. He was at one time advertising manager of the *National Grocer*, Chicago and formerly was business manager of the *Iowa Legionaire*, Des Moines.

## Has C. A. Leitch Company Account

The C. A. Leitch Manufacturing Company, New York and Lincoln, N. J., manufacturer of paints, cements and varnishes, has placed its advertising account with Halister Clarke, Inc., advertising agency, New York. Magazine and direct-mail advertising will be used in 1925.

## Food Products Account for Larchar-Horton

The Eldridge Baker Company, Boston, has appointed the Larchar-Horton Company, Providence, R. I., advertising agency, to direct its advertising for Brunswick Brand food products.

## Appoints Pacific Coast Representative

*Journeys Beautiful*, New York, has appointed A. W. Stypes, Portland, Oreg., as its Pacific Coast advertising representative.



# A New Quirk in Industrial Marketing

Public to Be Asked to Subscribe to Notes That Will Finance Sale of Expensive Machinery to Industry on Partial-Payment Plan

**A** DEVELOPMENT is taking place in industrial selling that may make it necessary for manufacturers of such types of industrial equipment as textile looms, steam turbine generators, electric dynamos, hydraulic steam pumps, and newspaper high-speed presses, to advertise to gain public acceptance for their products.

The development in question is a new plan of industrial financing. Approval of the plan has been given by well-known manufacturing interests. The actual plan under which this financing is contemplated is known as the "Freeman Plan." It is an endeavor to apply equipment trust financing to stationary units of machinery.

A new type of financing corporation, to be known as the "Industrial Equipment Trust Corporation," has been organized to carry out this plan. This corporation will arrange for the purchase on behalf of a business, of stationary units of machinery, such as those mentioned at the outset of this report. It will accept from the purchasing company a certain percentage in cash and will issue industrial equipment trust notes to cover the payment of the balance.

During the life of these notes the equipment would be leased to the purchaser at a rental sufficient to care for maturing principal and interest on outstanding certificates. Care has been taken to work out provisions covering the recovery of pledged equipment in the event of default of any purchasing company. A special form of legal instrument will be devised that will permit application of certain necessary restrictions on the use of the machinery in order to protect investors purchasing the machinery.

Title to the pledged equipment will be vested in a trust company as trustee for the certificate hold-

ers and each unit of pledged equipment will bear a metal pledge during the life of the loan giving the name of the trust company as owner and trustee for the benefit of the certificate holders. Country-wide distribution will be sought for the notes thus issued.

Summed up in a few words the plan amounts to this: Industry is afforded an opportunity to purchase large and expensive units of machinery on a partial-payment basis.

Just where does advertising by manufacturers of such machinery come in? In order to let a business buy such machinery on a time payment basis the bankers must sell notes to the general investing public. It seems clear to marketing men we have talked with, that notes on machinery made known by advertising will find a more responsive market than will the unadvertised product.

## BENEFICIAL EFFECT ABROAD

The plan is regarded as having much possibility in encouraging foreign as well as domestic sales of heavy machinery. Because of this fact a fairly rapid expansion of the markets for the manufacturer of expensive heavy machinery is looked for.

This endeavor to bring to industry the same advantage that Mrs. Housekeeper has in the purchase of, say, a vacuum cleaner, has caused remarks to be made in some quarters concerning the foolishness of those who would stultify their own minds by bringing themselves to believe that industrial marketing is a subject that should be set wholly apart from marketing concerned with the individual—generally called consumer marketing.

This particular development in industrial marketing here commented on is plainly an adapta-

# **The George L. Dyer Company**

**42 Broadway, New York**

**76 W. Monroe St., Chicago**

***The Planters' Bldg., St. Louis***



**Newspaper  
and  
Magazine  
Advertising**

**Publicity and  
Merchandising Counsel**

tion from the consumer field to the industrial field of a good consumer selling idea—the time payment plan. Only the procedure differs. And because the procedure differs, thereby causing the investing public to bring forth the investing of the necessary cash, those with whom we have talked have pointed out as we have indicated in the first sentence of this report that the manufacturer of machinery to be sold in this manner may find it necessary to reach out and understand consumer as well as industrial advertising.

### New Accounts for Smith & Ferris

The Pacific Gas Radiator Company, Los Angeles, Calif., gas heaters, has placed its advertising account with Smith & Ferris, advertising agency, of that city. Newspapers, business papers and direct mail will be used.

The Washington Iron Works, Los Angeles, has also placed its advertising account with this agency. The story of the plumbing fixture business is being told in a current campaign.

Smith & Ferris have also been appointed to direct the advertising for Neuvo Gardens, a colonization project near Riverside, Calif., which is being developed by Guy M. Rush and C. H. Elmendorf.

### R. W. Foley Heads "Western New York Golfer"

R. W. Foley, of Dunkirk, N. Y., has been elected president of the Longview Publishers, Inc., Buffalo, N. Y., publisher of the *Western New York Golfer*. The other officers are: Stephen O'Leary, vice-president; W. Larkins, treasurer, and Emma G. O'Leary, secretary.

### Toronto "Star Weekly" Buys "Sunday World"

The Toronto, Ont., *Star Weekly* has purchased the Toronto *Sunday World* from the *Mail & Empire* of that city, which has controlled the *Sunday World* for the last three years. The *Sunday World* has been amalgamated with the *Star Weekly*.

### "Oral Hygiene" Buys "Dental Facts"

*Oral Hygiene*, Pittsburgh, has bought the good-will of *Dental Facts*, Chicago. The latter publication will be discontinued effective with the December issue.

### Leaves Philadelphia "North American"

E. A. Van Valkenburg has resigned as editor and publisher of the Philadelphia *North American*. He had been editor for the last twenty-five years.

## Thrift Week Will Hit Fake Promotions

A MOST conspicuous feature of the National Thrift Week report for January, 1924, was the amount of advertising that appeared in newspapers in many cities. Now another Thrift Week approaches—January 17-23, "For Success and Happiness." There will be a new day in this week, "Safe Investment Day." If anyone thinks such a day is not needed, let him consult the National Vigilance Committee. It is in line with the suggestions made by PRINTERS' INK and PRINTERS' INK MONTHLY in recent Blue-Sky articles. This day comes on Friday, January 23.

The other days of the week will be Saturday, January 17, Benjamin Franklin's birthday, and "Pay Bills Day"; Sunday, "Share with Others Day"; Monday, January 19, "Thrift or Bank Day"; Tuesday, "Life Insurance Day"; Wednesday, "Own Your Home Day," and Thursday is "Budget Day."

The Associated Advertising Clubs of the World is one of the forty-four national co-operating organizations. Many local advertising clubs will doubtless participate in the observation of this week, especially in the celebration of the birthday of Benjamin Franklin.

The purpose of this week is to help folks think straight enough about their money matters, to earn all they can honestly, spend what they should for the necessities and comforts of life, save consistently for safe investments and give a proportion for the welfare of society at large.

### James Stroppler Planning United States Sales Campaign

The Dudley Freeman Company, Inc., Boston, manufacturer of the James stroppler for safety razor blades, plans to place its product on the market in the United States this fall and winter. It has been on the Canadian market for several years. The advertising account for this country has been placed with the Wells Advertising-Sales Company, also of Boston.

## 6th

"The published rate card will carry every rate or other benefit that any advertiser can earn. Every contract will be subject to the scrutiny of any interested person."

## 7th

"Since every page and every column in a newspaper has its individual value to the advertiser, all advertising rates should be based upon run-of-paper service and every diligence will be exercised to see that all advertisers secure fair and impartial service."

## 8th

"Business is honorable, and advertising, its voice, needs no apology. No advertisement will be published in the guise of news or editorial matter and all advertising will be clearly designated as such by borders, type or similar device."

*This is an excerpt from the Code of Ethics of the Association of Newspaper Advertising Executives, adopted in their convention at Columbus, Ohio, in June 1924, and endorsed by the A. A. C. of W. at London, England, July 1924.*

**T**HERE has never been a time in the history of The Indianapolis News when all advertising contracts, local, national and classified, might not have been laid on the table before any interested person. The rate card carries every concession that the most powerful advertiser can secure. One service, one value, one rate.

# The Indianapolis News

FRANK T. CARROLL, Advertising Manager

New York Office  
Dan A. Carroll  
110 E. 42nd St.

Chicago Office  
J. E. Lutz  
The Tower Bldg.

*First in advertising volume, because first in results*

# Doing the Job

SINCE the circulation figures of Cleveland newspapers were published last month, both readers and advertisers are asking how The Plain Dealer has gained its present commanding lead.

The Plain Dealer believes it is the natural outcome of continually doing a job as well as we know how.

If a merchant has but a single commodity to sell, and every day over 205,000 people came into his store to buy that commodity, it could be taken for granted that his particular commodity met a definite need—that it was something the people wanted. So it is with The Plain Dealer—a newspaper such as the people of Cleveland and northern Ohio want to buy and to read.

The Plain Dealer's job is making and selling a newspaper. We try to make a newspaper that fills a real need in this entire community.

Our policies are carefully planned and well defined. We adhere to them closely.

We publish without bias



J. B. WOODWARD  
110 E. 42nd St.,  
New York

WOODWARD & KELLY  
350 N. Mich. Ave., Chicago  
Fine Arts Bldg., Detroit

## *The Plain*

ONE Medium — ONE Cost

# as Well as We Know How

all the news that's fit to print—no rumors or fragmentary skeletons of facts—but the facts themselves. We report, without prejudice or favoritism, politics, sports, finances, women's activities, music, art, the theatres—the thousand and one things that must be covered to produce a home newspaper—one read as closely by the women as by the men.

This is no small job.

To do it thoroughly we maintain the largest editorial staff of any Cleveland newspaper—as capable a corps of writers as any newspaper in America.

As long as we continue to think clearly—to publish the news truthfully, we will hold the confidence and faith of our readers and exercise a powerful and wholesome influence in Cleveland and Northern Ohio.

## The Plain Dealer

*has the  
Largest Circulation  
of any Cleveland  
newspaper.  
Both Daily and  
Sunday.*

**Daily - 205,569**

**Sunday 239,322**

We are confident, too, that the public preference for The Plain Dealer will continue to grow—that the advertising columns of The Plain Dealer must necessarily be increasingly profitable to advertisers.

# Dealer

**ALONE** Will sell it

R. J. BIDWELL CO.  
Times Building  
Los Angeles, Cal.

742 Market Street  
San Francisco, Cal.

## The Wabash Valley Empire!



**FARMING** and manufacturing create \$102,220,149 annually in the Wabash Valley Empire, according to government figures.

The twelve Indiana and Illinois counties, of which Terre Haute is the buying point, comprise a market unit—singularly alive now to cultivation—admirably served by a single newspaper.

### Major and minor market coverage

Get all the facts. Place the Wabash Valley Empire on your map for conquest in 1925.

In the city of Terre Haute, the minor market, The STAR offers greater home coverage and is depended upon by more women for store news than any other medium. These two facts are the high-points in a careful study of the Terre Haute market made by independent analysts.

In the outer zone, the major market, The STAR covers a greater number of home units than any other newspaper.

## The Shaffer Group

CHICAGO EVENING POST  
INDIANAPOLIS STAR  
ROCKY MOUNTAIN NEWS  
DENVER TIMES  
MUNCIE STAR  
TERRE HAUTE STAR

QUALITY PUBLICATIONS

## THE TERRE HAUTE STAR

### Foreign Representatives

Kelly-Smith Co.,  
Marbridge Bldg.,  
New York

Lytton Bldg., Chicago

R. J. Bidwell Co.,  
742 Market St.,  
San Francisco

Times Bldg., Los Angeles



# Libby Sells in Rome as It Does at Home

Forty Years' Experience in Building a World-Wide Business Teaches Libby, McNeill & Libby That Selling Is Selling in New Netherlands or New England

An interview by G. A. Nichols with

**E. G. McDougall**

President, Libby, McNeill & Libby

**S**ELLING is selling, according to the experiences of Libby, McNeill & Libby, whether it is done in the United States, the Dutch East Indies, England or on the European continent. That is to say, its fundamentals are the same, making due allowance, of course, for local conditions and customs.

After an experience of more than forty years in selling food products in other lands, Libby now is ready to conclude that the human attributes which must be taken into account in building up a demand for an article among the Malaysians in Java differ in no essential particular from those encountered among Americans, English, French or Germans.

All of this E. G. McDougall, president of Libby, McNeill & Libby, interprets as meaning that a successful export proposition must be based on six major premises:

1. Branded goods of unvarying merit.
2. Consistent advertising administered in a way that will steadily build on the cumulative basis.
3. Distribution on a plan that will insure the retailer sufficient turnover.
4. Helping the dealer sell the goods, and teaching him the part he has to have in creating consumer acceptance or demand.
5. Striving continuously, through building up volume, to keep prices at the lowest level consistent with quality and a reasonable profit.
6. Getting the right kind of men to do the work.

The principles are summed up very well in a letter recently received by the Libby export de-

partment, from one of its foreign representatives.

"Selling goods in this territory," the representative writes, "is no different from selling in Chicago, with the exception that you are dealing with a different class of trade and with a different set of conditions. These things can be successfully handled by your representative on the ground, provided he has the necessary experience and is acquainted with the local situation. The possibilities for growth here are enormous, provided you are in earnest and really want to get your share of the business. This would mean that you must be willing to go after the business in the same manner as if you were opening up a new territory in the United States."

After outlining in some detail what he expected to accomplish during a certain period, if backed by sufficient advertising, the representative concluded his report with this significant plea:

*"Please try to forget that this is an export proposition [the italics are the writer's] and realize that if this territory were situated in America, Libby would put forth every effort possible to build up the business and do all in its power to get results."*

In other words, the potentially profitable export ends of many businesses fizzle out or yield only a fractional percentage of their possibilities for the simple reason that the rules governing ordinary selling are not applied to them. It has been the observation of foreign trade experts connected with Libby and other successful American firms that export business is too often regarded as some

unusual and extraordinary thing that is to be entered only in a strictly experimental way, only after a lot of special ideas and methods have been propounded to be tried out on a new field.

This, while we are talking about it, is the way any number of concerns enter into advertising in the

ago in a barn at Twenty-sixth and State Streets, Chicago. He packed corned beef and beef tongues in barrels and almost immediately began exporting a portion of his output to England, using brokers for intermediaries. About all Mr. Libby knew at that time about exporting was that the English liked corned beef and would buy

his. He sent it in barrels because at that time canned corned beef was unheard of. After a while English retailers began to call upon importers for Libby's beef by name, but it was parceled out to the consumer only as corned beef, the Libby name not figuring in the transaction, inasmuch as there was no way of branding or otherwise identifying corned beef sold in bulk.

In 1876 Mr. Libby learned his first lesson concerning the benefits of a brand name that could be made familiar to the consumer. He acquired what was known as the "Marshall patent," giving him the right to pack corned beef in square cans. Cans first contained fourteen pounds of beef, then six. And now, in addition to those sizes, two-pound, one and one-half-pound and one-half-

pound cans are used. Eventually the English, made familiar with Libby's corned beef as such, through seeing the name on the cans, began calling for it by name.

After having taken on his brother, Charles P. Libby, and Archibald McNeill as partners, Mr. Libby pushed the export end until in 1880 it represented fully 75 per cent of his entire output. This is not a healthy or desirable proportion, as exporting is regarded today, but those were pioneer times with no precedents to

**If they've ever tried  
it they'll ask for it.**

**If they haven't, one  
tin will make them  
regular customers**



THIS ADVERTISEMENT WOULD GO AS WELL IN AMERICAN  
BUSINESS PAPERS AS IT DOES IN THE  
ENGLISH TRADE PRESS

domestic market, and so the general principle is not entirely new after all. They make a hard and awesome task out of something that could be done quite simply by the application of tried rules and methods that have proved their worth again and again.

The six principles set forth by Mr. McDougall as prerequisites for lasting success in the export field sum up what the Libby firm began to learn shortly after Arthur A. Libby opened his first packing establishment nearly fifty years



© Vanity Fair

## TRAVEL

*is your merchandise mentioned here?*

Frequent trips to New York if they're not New Yorkers, frequent trips out of the City if they are. Quebec or Lake Placid for winter sports, Florida or California when they tire of winter, the mountains or the ocean when it gets hot again. Europe or the Orient once in a while. Round the world at least once in a lifetime.

All of which means more than thousands of dollars spent annually on railroad tickets and travelers' checks, on hotel and steamship reservations.

It means more clothes, of course—the correct kit for many different occasions in several different climates.

And it means a lavish equipment of trunks and bags, which must always be smart and new. And therefore expensive and bought at frequent intervals.

*Who are these people who live in such luxurious modern fashion? The readers of Vanity Fair. The finest advertisers use its pages to reach them.*

## VANITY FAIR

*One of the Condé Nast Group*

guide. The only way to become acquainted with exporting was to export and to experiment until the proper methods could be evolved.

The growing familiarity with the Libby name in England prepared the way for the selling of the other products the Libby company began producing as it expanded. This included its general line of canned meats, its evaporated milk, pickles and condiments, California fruits, Hawaiian pineapples and Alaska salmon. Precisely the same thing happened in the domestic market, except that here the building-up process was faster because the firm in the beginning did not apply in England the same aggressive selling tactics it used at home.

#### LIBBY FORGETS WORD "FOREIGN"

Apparently Libby still regarded the English business as being an export proposition. But when the company came to visualize the English outlet from the perspective of being simply a great market, instead of being a *foreign* market, it began to advertise as it did in the States and to apply its regular methods in getting the business and distributing the goods. The outcome has been that from that time to this, Libby's outlet in Europe has been increasing rapidly and has now reached a gross figure which officials of the company modestly declare to be "satisfactory indeed."

The fact is that Libby, well knowing the natural conservatism with which Europeans regard new brands of merchandise, was agreeably surprised at the speed with which its American advertising and selling methods increased its English outlet and created new outlets in France, Germany and Belgium. The whole thing proved to the company's complete satisfaction that there is nothing mysterious or extraordinary about export selling and that it is quite the same as domestic selling.

"The main point of difference," says Mr. McDougall, "is not in the selling methods used, but rather in the lower selling cost of the effort made on the other side

and its greater relative resultfulness.

"I am speaking now specifically of England. We use American advertising methods there and yet the nature of the country and market is such that we get more advertising for the same amount of money expended than we could possibly get here in America.

"The difference is easy to see if one will only think a moment. Incidentally, there is absolutely no cause for reflection upon American advertising mediums. It takes more money to advertise successfully in the United States because of this country's enormous size. An advertisement, for example, in a New York newspaper would be absolutely wasted upon the buying public in San Francisco. It would have only a negligible effect in Chicago.

"The physical process of selling also is less expensive in England, for instance, than here. The small size and highly developed condition of the country is, of course, the cause. If a Chicago firm sends a representative to San Francisco, Portland or Seattle, the trip is long and costly, increasing the selling cost in just that proportion. The representative has to be paid for more days on the road in reaching a certain objective and it costs him more to travel. A salesman can start out from London in the afternoon and be in Glasgow by night. Any great English marketing centre can be reached by a short and inexpensive ride.

"Good salesmen can be secured in England for considerably less money than here. Salary standards are not so high in that country and it costs salesmen less to live.

"All these things necessarily work toward a pronounced saving in selling cost and go a long way toward neutralizing other differences such as cost of transporting the merchandise across the water."

Mr. McDougall is frankly enthusiastic over the avidity with which the supposedly stolid English, both dealers and consumers, respond to his firm's American

(Continued on page 41)

# They are TRAVELLED PEOPLE

THOUSANDS of Cosmopolitan readers have appealed to us this year for help in planning trips to the Orient, Europe, Florida, Bermuda, Egypt, South America. People who travel thus know how to live; they are broad minded, progressive, appreciative of quality in everything.

# They are Cosmopolitan

*And they live—most of them—in the urban communities where environment and accessibility contribute to their value as potential buyers.*

---

# Cincinnati Advertising Values Po

*Positively* good advertising value in Cincinnati—a dollar's worth for every one hundred cents of your appropriation,—can be bought in any one of the four Cincinnati newspapers. During the first nine months of 1924 these four papers carried a total of 22,298,906 lines of display advertising. Of this, the two morning papers carried 4,404,134 lines on week days and 4,522,280 lines on Sundays,—8,926,414 lines in all.

*Comparatively* the two afternoon papers made even a better showing. With no Sunday editions to swell their volume, they carried a total of 13,372,492 lines of display advertising. This excess in the lineage of the afternoon papers over the morning papers, 4,446,078 lines, was more than double the total lineage, daily and Sunday, of one of the morning papers,—was approximately 50% greater than the total daily lineage of the other,—and was more than the combined daily lineage of both morning papers.

# CINCINNATI T

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

---

## es Positive, Comparative and Superlative

*Superlatively* good, however, was the record of the Times-Star which carried 8,632,799 lines of display advertising, leading the second evening paper by 3,893,106 lines and almost doubling the daily lineage of the two morning papers combined. The leadership of the Times-Star was equally definite in the realms of national and local display, in both of which the Times-Star has been the record maker of Cincinnati newspaperdom for seventeen consecutive years.

*Good*—all the Cincinnati newspapers are good advertising media in a good trading center.

*Better*—the evening papers with larger home circulation.

*Best*—the Times-Star which goes to practically 100% of the native, literate, white families in the most American of American cities.

# I TIMES-STAR

Member Audit Bureau of Circulations

# SUCCESSFUL FARMING



More than 850,000 subscribers, concentrated largely in the "Heart States"

## *What Paralleling the Building Value Line Means*

Farm building valuations, plotted on a map of the United States, show that the circulation of Successful Farming almost exactly parallels this great index of farm wealth.

Which means that your advertisement in Successful Farming is appealing to prosperous farmers. It takes money to build or remodel. The farmer who builds has money and credit.

Advertisers who concentrate in Successful Farming are assured of reaching readers who respond, because they are in position to buy.

*Comparisons regarding quality of circulation are welcomed—"There's a difference in farm papers."*

## THE MEREDITH PUBLICATIONS

SUCCESSFUL FARMING • THE DAIRY FARMER  
BETTER HOMES AND GARDENS

E. T. MEREDITH, *Publisher*, Des Moines, Iowa



advertising and selling methods.

But he points out here the principle upon which the whole success of the effort depends. This is, that while the methods are American, the execution of them is British. In other words, the English trade (England is mentioned here as a general example, the same thing being done by Libby on the Continent) is not regarded, *per se*, as an export affair to be administered throughout by some transplanted Americans. On the contrary, to all intents and purposes, Libby does not regard England as coming under the conventional definition of an export market, but administers its selling activities there as it would in any section of the United States—in New England, the Atlantic States, the Northwest or the Southwest.

"Our salesmen in foreign countries for the most part," Mr. McDougall says, "are natives. In any section of the world where we have any volume of business we always try to select sales representatives who were born in that country or who at least are intimately acquainted with it and speak its language perfectly. A salesman speaking English, German or French, for example, would not get very far in Java. He must know how to converse in Malay and Dutch. He probably could take an interpreter around with him and sell a fair volume of goods. But that would only be following the conventional export method. It would not be developing the market in accordance with the opportunities offered.

"What I mean is that if a business expects really to rise to its opportunities in a foreign country it must, in effect, be *of* that country. People do not care, or even think a great deal, about the origin of the goods. But the actual selling has to be done within the family, so to speak, and the plan administered under substantially the same methods as we employ at home. Our selling efforts in these European countries are not to be classed as export efforts. They are export in that we send the goods

abroad, but might be termed local when it comes to selling."

For a long time previous to the war American canned milk, including Libby's, had been a staple seller in the British Isles. But it was a sweetened condensed milk and its general acceptance by the trade would, on account of the British temperament, seem to make the introduction of the evaporated variety a difficult task. During the war the soldiers became familiar with sterilized evaporated milk. When they got back home they became, in a sense, merchandising missionaries in that they formed a nucleus around which to build sentiment favoring evaporated milk. Libby used educational advertising to work from the former soldiers outward and create consumer acceptance for the evaporated milk.

#### HOW FOREIGN DEALERS CO-OPERATE

The retailers helped in this by giving some strong co-operation that, here at home, would be regarded as exceptional. They used window cutouts and other display advertising matter in a more than liberal way, thus identifying their stores with the general campaign. Right here Libby has made good use of the "staying-put" characteristics of the British retailer. When a manufacturer can induce him to begin using dealer helps, he generally keeps on using them with a species of the bulldog tenacity which men of his race employ in many other things.

While, for example, he may not be quite so quick about allowing a piece of display advertising to be put up in his store as is the American dealer, he will keep it up longer. Start him using dealer helps and he won't quit. Libby has found that all this gives its operations among English retailers a solidity and permanency well worth having. Its development work among dealers, well done in the first place as it is, is done for keeps.

Distribution, as mentioned in the beginning, has got to be right if an export business is going to

be consistently successful and prosperous. When a manufacturing organization is as far flung as Libby's, this has to be arranged with precision so as to keep down to the absolute minimum the number of times goods have to be handled in getting them into the stores of foreign retailers.

And, indeed, the consideration of economical distribution has a great deal to do with the geographical location of its numerous factories. Libby milk plants are located over the country in accordance with the supply of raw milk, the idea being to get in close touch with the supply so as to avoid long freight hauls and make it more convenient and inexpensive for the farmers and dairymen to sell their output. Canned milk being easier to handle and transport than the other kind, a worth-while saving is effected. The location of other factories for the packing of meats, vegetables, fruits and salmon is planned on the same basis.

When the Libby branch house managers in London, Paris or Hamburg desire a shipment of canned pineapple the order goes to the Hawaiian factory and is shipped direct without any intermediate warehouse handling by the firm. The same process applies in the ordering of salmon from the Alaskan factory, canned meats from Chicago, milk from Wisconsin and pickles and condiments from Blue Island, Ill.

Thus, the foreign branch house manager has what really amounts to a warehouse stock of Libby goods from which he can fill jobbers' requirements forthwith, enabling the jobber to have a dependable source of supply from which he can carry on his business without the necessity of carrying large reserve stocks. Or, if conditions seem to make it advisable, the branch house manager can have the order shipped directly from the factory to the jobber as is done in the States.

The branch house manager is in full control of the selling in his "territory." He hires his men and directs them as if the busi-

ness were his own. All matters of detail are for him to decide and administer and he is responsible to the firm only in general matters of policy and net results.

#### BENEFITS OF EXPORT BUSINESS

Why does Libby have an export business? Why does any other great American establishment want to sell goods abroad when right here in America there is any amount of selling opportunity and will be for many a year to come?

"We need export business," Mr. McDougall explains, "to stabilize production and to take care of surplus goods. Of course I do not mean by this that the foreign market should be made the dumping ground only for such surplus goods as cannot be sold in this country. If we experienced a shortage in any one of our lines of products we absolutely would pro-rate the supply on an equitable basis to our domestic and foreign trade, making sure that the foreign market would be allotted its full share.

"But in the production of foods the supply is bound to be greater at one time than another. If there is no immediate outlet for this surplus prices become unstable and the farmer is in all sorts of difficulty.

"Just consider what has happened in the milk business this year. The frequent rains and abnormally cool weather made the most abundant and plentiful pasturage I ever remember seeing. Cows had absolutely nothing to do but eat and sleep and they could not begin to consume all the grass. The result was great quantities of milk. And the very condition that increased the raw milk supply cut down the domestic demand. For one thing the weather being cool, people did not buy so much ice cream.

"What was to be done with all this extra milk? It could not be kept against that day in the more or less distant future when the extension of domestic markets could supply an outlet for it. And, anyway, the manufacturers would not have the available capital to

*"A Class Magazine in a Class by Itself"*

*Ten years ago....*

SUCH LEADING  
NEW YORK STORES AS

*B. Altman & Co.*

*Bergdorf-Goodman*

*Best & Co.*

*Stein & Blaine*

*Franklin Simon & Co.*

WERE ADVERTISING IN  
**Harper's Bazar**

*Today....*

THESE SAME STORES AND  
MANY OTHERS APPEAR IN  
EVERY ISSUE OF  
**Harper's Bazar**

*Year after year....* the same national  
advertisers, as well as the smart-  
est New York shops, appear in  
every issue of Harper's Bazar but  
with this difference...every year  
there are more of them.

**Harper's Bazar**

2/- IN LONDON

50c

6 fr. IN PARIS

tie up indefinitely waiting for such market development. Our foreign outlets are growing so rapidly that they enabled us to take on this immense surplus of milk, work it up into evaporated form and dispose of it to the profit and benefit of all concerned.

"When a manufacturing business grows to a great size its salvation is utterly dependent upon its ability to produce goods in volume and then sell them rapidly so as to turn its capital as often as possible. There are economic reasons for this that every business man big enough to aspire to be an exporter is familiar with. It is not such a difficult job to produce in huge volume thus taking up all the surplus that may be offered.

"But how about the selling, without which the volume of production would be worse than a liability? To insure this, the company's 'right now' selling activities must extend over the widest possible area. The selling can't wait. If it does, then a surplus, both in raw materials and finished product, is piled up and there is trouble for the primary producer, the manufacturer and everybody who sells the goods. This, I think I am correct in saying, is the fundamental reason behind export selling. According to our interpretation of things, it also is the correct answer to the question of why not first develop domestic markets to the limit before entering the foreign field."

Mr. McDougall, however, emphasizes the importance of continuous striving for further domestic development while going after greater foreign outlets. He thinks there could be such a thing as a firm having too great a proportion of its goods going to export fields.

"Suppose," he says, "that in 1914 our foreign trade took 75 per cent of our outlet as was the case in 1880. Where would we have been now? Not here, most likely. But when a proper differential between domestic and export outlet can be kept—as it

can be by the right kind of selling—then a concern's export trade is bound to be a good thing for it, for the farmer and for business in general."

### Sears, Roebuck Appoints Erwin, Wasey

Sears, Roebuck & Company has appointed Erwin, Wasey & Company, Chicago, advertising agency, to act as advertising counsellors. The agency is not directing any advertising campaigns for Sears, Roebuck & Company, but is being retained in an advisory capacity.

### John P. Dwyer Heads Philadelphia "Record"

John P. Dwyer was elected president of the Record Publishing Company, Philadelphia, publisher of the Philadelphia *Record*, and Rowe Stewart was elected vice-president and general manager, at a recent meeting of the board of directors of that organization.

### L. C. Brown Joins Ruthrauff & Ryan

L. C. Brown, who has been for the last twenty years with the Hearst organization, has become a member of the New York staff of Ruthrauff & Ryan, Inc., advertising agency. Until recently he has been with *The American Weekly*.

### Alcorub Account with J. Walter Thompson

The United States Industrial Alcohol Company, New York, manufacturer of Alcorub, has placed its advertising account with the J. Walter Thompson Company, Inc. This appointment becomes effective January 1.

### Brillo Account with Hanff-Metzger

The advertising account of the Brillo Manufacturing Company, Brooklyn, N. Y., Brillo, has been placed with Hanff-Metzger, Inc., advertising agency, New York. Women's publications are being used.

### Erie "Dispatch-Herald" Changes Ownership

The Erie, Pa., *Dispatch-Herald* has been sold by Charles H. Strong, its publisher for twenty-five years, to John H. Strong, who has been editor and general manager.

### N. W. Ayer Transfers J. C. Chillcott

James C. Chillcott, who has been with the Boston office of N. W. Ayer & Son, is now making his headquarters at the New York office.

Annual  
Review  
Number  
Jan. 15th

!



## King Coal's Market Place

**K**ING COAL'S biggest buying year lies just ahead. The leaders of the nation's third basic industry are laying plans which will make 1925 the most progressive year in the history of coal mining.

As usual, most of the buying will be done by the men who peruse each week the advertising columns of **COAL AGE—King Coal's Market-Place.**

The 14th Annual Review Number of **COAL AGE**, published January 15th, will be unusually interesting to these buyers, in view of the fact that the chief topic throughout every coal mining region is the immediate need for machinery and equipment to reduce still further the cost of pro-

ducing a ton of coal ready for market.

Production next year must be at the rate of 50,000,000 tons per month to keep up with the demand. Equipment purchases will exceed \$400,000,000.

If you sell anything to King Coal—start your 1925 selling campaign with extra force. Take advantage of the smashing opportunity offered by the 14th Annual Review Number of King Coal's chosen technical advisor!

**COAL AGE** is one of the 15 McGraw-Hill publications serving the following fields:

**Electrical:** Electrical World, Electrical Merchandising, Electrical Retailing, Journal of Electricity.

**Construction and Civil Engineering:** Engineering News-Record.

**Mining:** Engineering & Mining Journal Press, Coal Age.

**Transportation:** Electric Railway Journal, Bus Transportation.

**Industrial:** American Machinist, Industrial Engineer, Power, American Machinist (European Edition), Chemical & Metallurgical Engineering.

**Engineering in Spanish-Reading Countries:** Ingenieria Internacional.

# COAL AGE

A. B. C. *A McGraw-Hill Publication* A. B. P.  
Tenth Avenue at 36th Street, New York



**O**NE of the reasons why **RUSSELL & ERWIN** periodical advertising has been an outstanding success is because they and their agent select their mediums on individual merit—not because this or that publication belongs to a certain group.

*Do you?*

## *The Elks* Magazine

*850,000 Identified Subscribers*

50 East 42nd Street, New York City

NEW YORK  
CHICAGO

RUSSWIN

SAN FRANCISCO  
LONDON, E.M.

# RUSSELL & ERWIN MANUFACTURING CO.

THE AMERICAN HARDWARE CORPORATION SUCCESSORS

## HARDWARE

IN REPLY REFER TO I. Black:

NEW BRITAIN, CONN., U.S.A.

Oct. 30, 1924

Dorr & Corbett,  
Boston,  
Mass.

Dear Sirs:

Replying to your inquiry as to whether we had been solicited by other fraternal Magazines for Advertising space on account of our having used extensively the pages of the Elks Magazine, I am glad to say that after a year of our Advertisements running in your Magazine we have not been approached by any other fraternal organization for space.

I would further like to state that the use of the Elks Magazine as relates to our business has brought more direct hits for actual orders than the use of any other publication in our Advertising campaign.

Yours very truly,

RUSSELL &amp; ERWIN DIVISION.

  
Sales Manager.


One of a series of advertisements in the Russell & Erwin campaign in The Elks Magazine

## Ruddy-Koester Co.

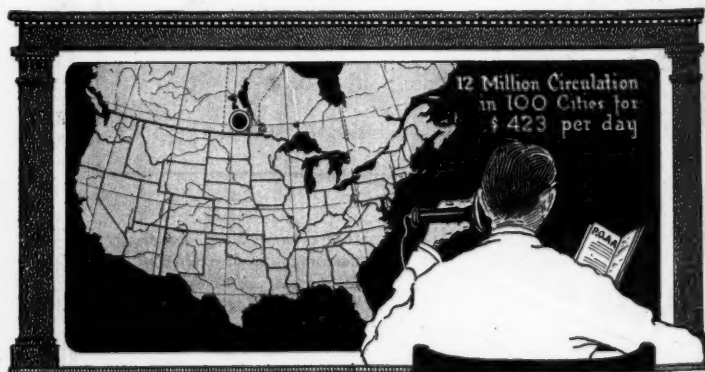


The bull's eye of Canada;  
surrounded by abundant  
supply of raw materials.

## Standardized Painted Outdoor Advertising

Vibrates to the  
understanding  
of all the people

For Winnipeg, Canada, or nation-wide campaign information  
write Secretary Painted Outdoor Advertising Association, Custer Ave., Detroit, Mich.





# Britain Bans Radio Advertising

The Most Strenuous Opponents of Radio Advertising in England Are the Radio Interests Themselves

By Thomas Russell

London (England) Correspondent of PRINTERS' INK

THERE are probably more radio (or wireless) fans per million of population in the Old Country than in the United States, and certainly many times the number to a square mile. If it were thought that advertisements could be broadcast without certain death to the radio business, we should have had them here long ago. The most strenuous opponents of radio advertising are the radio interests themselves: and while conditions are very different in the two countries, English experience may be found useful in America.

To begin with, then, broadcasting is not free and open as it is in the United States. It is believed that nobody can, with impunity, broadcast a word of any matter whatever without leave and license from the Postmaster General. One private person is just now sending out matter in defiance of this regulation, for the express purpose of being prosecuted and having the question thrashed out by the courts.

By the Telegraph Act of 1869, the Post Office took the same complete monopoly of communications by telegraph as it already enjoyed in respect of letters. By an interpretation of the law obviously open to question, this monopoly has been held to cover wireless, and the British Broadcasting Company, which administers the rights of Signor Marconi, has acquiesced in the official view presently to be tested at law. There is evident need for some kind of control over the transmission and reception of naval and military messages which in time of war or its imminence might be tapped by spies with ruinous effects.

No transmitting station can be opened without the license of the Postmaster General and the

owner of a receiving set must obtain and pay for a license, issued at any post office. The British Broadcasting Company obtains its remuneration in the shape of a fee, which forms part of the license, and the post office department thus acts as the collector of its revenue. Apparatus used by receivers must be of British manufacture and also stamped with the initials of the British Broadcasting Company.

There is, at present, no broadcasting by newspapers or traders, and it is unlikely that licenses would be granted to either.

The character of the matter broadcast was officially defined in a license issued to the British Broadcasting Company in January, 1923, and an agreement between this company and the post office, published as a government paper. There is no specific reference to advertising, but the following condition is laid down:

The company shall not without the consent in writing of the Postmaster General receive money or other valuable consideration from any person in respect of the transmission of messages by means of the licensed apparatus, or send messages or music constituting broadcast matter provided or paid for by any person, other than the company or person actually sending the message. Provided that nothing in this clause shall be construed as precluding the company from using for broadcast purposes without payment concerts, theatrical entertainments or other broadcast matter as hereinafter defined, given in public in London or the provinces.

A supplementary agreement in October, 1923, permits the British Broadcasting Company to receive a consideration for broadcasting "commercial information approved for broadcasting by the Postmaster General, subject to such conditions as he may prescribe." But the British Broadcasting Company says that this does not mean advertising, and

nothing would induce them to apply for leave to broadcast advertising matter, even if it did.

By special license the leaders of each of the three political parties were allowed to broadcast a short speech, during the late General Election campaign, these speeches being relayed to all stations and broadcasted simultaneously. But so strictly does the company interpret its function as being confined to the dissemination of matter which the public wants to hear for its own interest, that this concession was regarded as an exceptional matter.

#### NOT COMPELLED TO LABEL ADVERTISING

The question of competition between radio and the newspaper takes a somewhat less acute form here than in America, as there is no law compelling newspapers to "label" advertising matter as such. Neither is the broadcasting company known to receive payment for sending out particular entertainments, with the object of popularizing them, though the license issued to it permits transmission of matter for which the British Broadcasting Company is not required to pay, and also specifically allows the company to broadcast the names of publishers and prices of matter broadcast and to take money for doing so.

It would seem reasonable to consider that advertising might blamelessly be transmitted by radio if a particular time of day, and perhaps a special wave-length, were set apart for it, just as certain columns of a newspaper and pages of a magazine are set apart for advertisements. Nobody is obliged to read them, unless the advertisers occupying the space manage to make their announcements irresistible by their own interest. In an article published in London several months ago, I advocated the plan of a daily half hour, reserved for radio advertising. Nobody need tune into it who did not want to hear: and it would be up to the advertisers to make their publicity so devilishly interesting that it would obtain general attention. One effect of

this would be to improve the interest of printed copy too: and then perhaps the advertising columns of newspapers would not be quite so dull.

Programs of all stations are published regularly, as news, in the daily papers, and no paper could afford to omit them. The British Broadcasting Company also publishes them in a paper of its own, the *Radio Times*, with some other reading matter, and the paper has a large paid circulation.

#### Facts from the "Printers' Ink" Storehouse

DOUGLAS PECTIN CORPORATION  
ROCHESTER, N. Y., Nov. 11, 1924.

##### Editor of PRINTERS' INK:

When I wrote you for data regarding the subject of marketing a drug product, I felt sure that you would be able to refer me to a few articles on the situation. I had no idea, however, that you could supply me with such a valuable list of references as is contained in your letter of November 7, just received.

Thank you very much for your kind co-operation, and I feel confident that the information included in the articles referred to will prove of decided value to us in the marketing of our new product.

DOUGLAS PECTIN CORPORATION,  
J. F. WALLACE.

#### New Advertising Business in St. Louis

The Harrison-Rippey Advertising Company is the name of a new business which has been formed at St. Louis. The incorporators and officers are: President, Milton S. Rippey; vice-president, Robert H. Isaacson, and secretary-treasurer, E. K. Harrison. They were until recently with the Schiele Advertising Company, of that city. Mr. Rippey also was for nineteen years with the St. Louis office of Nelson Chesman & Company. Mr. Harrison at one time was with the same company.

#### Canadian Publishers Meet at Toronto

The Canadian National Newspapers & Periodicals Association, held its annual meeting at Toronto, Ont., on November 14. Among the speakers were Murry Gibbons, publicity director of the Canadian Pacific Railway; Professor Cameron, research department, Royal Bank of Canada; H. McLean, sales manager, Canadian Ingersoll-Rand Company and J. B. Reynolds, president, Ontario Agricultural College, Guelph, Ont.

**He's getting ready to fill**  
**4,609,378**  
**Christmas Stockings**

**I**F each person in The 49th State gives ten Christmas gifts this year, the gifts will total 23,046,890.

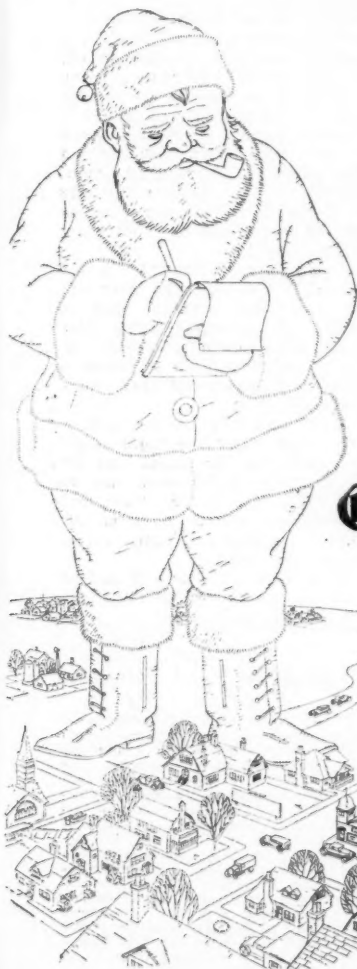
Besides the gifts there will be the entertainments, the trips, the meals—all calling for special purchases of clothing and novelties and food.

In preparation for this interesting holiday program, the people of The 49th State are eagerly scanning The Globe-Democrat for suggestions.

This newspaper reaches many buyers who do not see any other St. Louis newspaper. . . . It covers not only St. Louis—it reaches out into this great market to inspire extra thousands.

The Globe-Democrat is the Christmas gift directory of The 49th State.

**Globe-Democrat**  
*St. Louis' Largest Daily*



# "I Don't Want Any Tombstone Ideas Among My Salesmen"

In Selling Tombstones Nobody Expects to Close Quickly, But First-Call Sales Are Possible Elsewhere

By B. J. Williams

Director of Sales, The Paraffine Companies, San Francisco

**M**Y dear Jackson:  
I don't want you to get the impression that I am impatient in view of our recent conversation, but we are not making the headway on this new proposition that we should.

I have just had a long talk with Harrison about it; not only as regards you but as regards the other men and the situation in general. I think we are psychologically all wrong on the entire proposition. Everybody is talking about its "being a hard, long-winded job" and all that sort of thing. I don't believe anything of the kind. I believe we can put this proposition over and put it over a whole lot faster than we are doing now if we will get the right attitude of mind toward it. Nobody ever got anywhere who didn't expect to do business.

I had a salesman once who was out a week working grocery trade, calling on ten or fifteen stores a day and he did not make a single sale during the entire week. When he came back I tried to find out what the trouble was (this was, by the way, the first salesman I ever hired, and I didn't know much about it then—if I do now). I discovered, however, that he had been in the tombstone business and of course in selling tombstones nobody expects to close until he has made four or five calls on the bereaved.

Now I don't want any tombstone ideas in this business of ours, and I think that is what is the matter with us. Let's figure that our bread and butter, our entire future depends on *getting business right away*. I am thoroughly satisfied that we can open

a lot of new accounts if we go after them believing in ourselves and in our proposition. Let's quit wasting our time chasing around and expecting to be turned down.

What I am saying to you on this I am going to say to all of the fellows, because everybody seems to have been bitten with the bug that this is a "long-winded proposition." I don't believe anything of the kind; we can put it across just as fast as we have put other things across.

Now, while you are out this trip, I want you to go after them and go after them with the idea of selling. Don't bother with Wilder—go after them yourself; sit down and stay with a fellow a week if necessary but *land him*—that's the idea.

I am sure that if we look at this thing from the right angle and make up our minds that we are going to do business, that we will begin to land the orders, and in sufficient volume to keep our factory running full time, and to its utmost capacity.

Now hitch up your belt and go to it.

Sincerely yours,

B. J. WILLIAMS.

## Philadelphia Hotel Advertises Week-End Trips

The Adelphi Hotel, Philadelphia, is using newspaper space in Pennsylvania and Delaware cities within a hundred-mile radius to suggest week-end trips to Philadelphia. The headlines read: "Dear Mr. and Mrs. Reading" or whatever city it is in which the copy appears. The benefit of a change of scene and change of faces is stressed. A week-end trip to Philadelphia, stopping at the Adelphi, is suggested as not being expensive. Places of interest and entertainment in Philadelphia are pointed out, including a reference to the number of large churches. The advertising is directed by the Bloomingdale-Weiler Advertising Agency, of Philadelphia.

Third of a series of actual letters written by Mr. Williams to his salesmen, reprinted exactly as he wrote them.

# Increases and Decreases In Detroit Advertising Convincingly Show Lead of The News

Lineage—Daily and Sunday Combined				
1st 10 Months of 1924		News		
Jan.		Morning Competitor		Evening Competitor
Feb.	Increase	124,446	Increase	38,598
Mar.	Increase	285,894	Increase	4,788
Apr.	Increase	195,384	Increase	65,520
May	Increase	120,204	Decrease	2,688
June	Increase	98,910	Decrease	10,514
July	Increase	192,920	Increase	57,120
Aug.	Decrease	22,820	Decrease	66,766
Sept.	Increase	24,010	Increase	33,306
Oct.	Increase	180,852	Decrease	18,270
Total	Increase	1,361,752	Increase	65,436
			Decrease	1,115,310

Practically every A. B. C. audit has recorded a striking increase in Detroit News circulation. Today The News with more than 280,000 circulation has 100,000 more in the local trading territory than the morning paper, and 70,000 more than the other evening paper. The tabulation above indicates what Detroit News circulation means to advertisers. Note the substantial increases in lineage of The News as compared with the standing of the other two papers.

## The Detroit News

Greatest Circulation Week Days or Sundays in Michigan



# The Farm J

first in the

PHILADELPHIA

BOSTON

LOS ANGELES

NEW YORK

National-mindedness means broad outlook, good living and liberal buying.

National-mindedness is a tradition with The Farm Journal—a tradition founded nearly a half a century ago. It is accountable for The Farm Journal going into practically every rural community in America.

And it is to these national-minded readers that national advertisers can most profitably appeal with their story of nationally used merchandise.

The Farm Journal affords manufacturers the largest single-publication circulation in the farm field—more than 1,200,000 without duplication, at a cost of less than  $\frac{1}{4}$  cent per page per family.

# Journal

farm field

NEW YORK

CHICAGO

SEATTLE

SAN FRANCISCO

# Four Color Positions in THE FARMER'S WIFE Going Fast

To date 40% more four color pages have been scheduled for 1925 than the number carried during the entire year of 1924.

Advertisers and agencies who plan the use of color in 1925 should secure the list of available positions immediately.

The number of color positions are limited in each issue.

Several months are already entirely sold out.

## THE FARMER'S WIFE

*The National Magazine for Farm Women*  
SAINT PAUL, MINNESOTA

WALLACE C. RICHARDSON, Inc.  
85 Madison Ave., New York

STANDARD FARM PAPERS, Inc.  
Transportation Bldg., Chicago



# How Warehousing Can Promote "Spot" Stock Turnover

First Article of a Series on Increasing Sales and Reducing Costs through Warehousing Based on a Two-Year Field Survey of the Entire Country

By H. A. Haring

FOR manufacturing concerns which seek national distribution the branch sales agency becomes necessary. With but limited exceptions, these sales agencies quickly face the need of having at hand a stock of the goods for delivery. Sales effort requires prompt, if not immediate, delivery of the goods in order to hold markets.

In fact it has, within six years, come to notice that manufacturers must face the alternative of satisfactory distribution at distant points or permit some competitor to secure the business. Dependence on distant factories is no longer tolerated by a public who have been educated to expect instant delivery of all ordinary commodities.

The makers of small tools (located formerly in the extreme East of the country) have lost more business on this account than for any other reason. They have for some reason failed to believe that the industrial centres of the Middle West were sincere in demanding better than ten days' delivery on replacements.

The neglect of the makers to grasp the import to this insistence led, first, to small shops springing up at Detroit and Milwaukee and Sioux City for repair of tools and the making of small replacements. Secondly, these local shops served so well the convenience of their patrons that they quickly branched out as manufacturers of the more profitable lines of the goods themselves. In this manner nearly one-half in total volume of small tools manufacturing has gravitated to points West of Buffalo and Pittsburgh whereas as late as 1917 the percentage was under twenty. The volume has more than doubled within these few years.

Small tools is but one example of what is occurring with wearing apparel, with light machinery, with office supplies and stationery, with pumps, with domestic heating plants and plumbing fixtures. The smug contentedness of the manufacturer is being rudely shaken by worthy competition at what were considered distant markets. Texas and Iowa consume only fractionally what Pennsylvania and New York buy, while the Pacific Coast uses even less. The trade of these markets is, however, quite essential to the manufacturer whose goods are of a general nature. If he is to hold his own in the smaller and more distant markets he must abandon the former method of operating but a single factory from which are made all shipments to customers.

## THE PURPOSE OF BRANCH PLANTS

The first realization of these principles led to the construction of branch factories. In 1910 and the following year two manufacturers of two extreme types adopted this policy. The General Electric Co., instead of expanding its existing factories in New York and New England, established plants at Erie and Fort Wayne. The National Biscuit Co., whose product is entirely different and differently sold, at the same period began construction of "bakeries" over a wide range of localities, having concluded that New York and St. Louis were not adequate for distribution. Boston candy makers, motivated by similar considerations, erected factories at Winona and Atlanta; Hudson River cement makers built mills at Duluth and at Mississippi River rate-breaking points.

Branch factories of this type were the first effort to solve the

demand of distant markets for quick delivery, for goods of fresh quality and for accessible repair and replacement service. But the operation of detached factories has not, in all cases, met expectations. If the branch is to be equipped to manufacture the full line shown in the maker's catalogue there results senseless duplication of machinery and factory space, with resultant high costs for the less popular or more unusual products. If, on the contrary, the branch does not make the full line the gain is more apparent than real. The customer, whose need is pressing, receives from the sales department the excuse "that must come from the factory: it is made only there."

More significant than the customer's inconvenience has been the trend of all manufacturing toward quantity production of uniform goods. The branch factory, aiming to turn out the full line of goods, is a direct contradiction of quantity production. This single fact accounts for one of the striking developments of the last few years by which branch factories are being turned into plants for making a wholly different product, with concentration of the main product more and more at the home factory.

#### THE TREND TODAY

Manufacturers today are meeting the situation of their distant markets by warehousing their goods at strategic centres.

Warehousing the goods may be (1) either storing them in a factory-owned wareroom or storehouse or it may be (2) lodging them with a public warehouseman.

The first-named method may appear to be the simpler. It is the more natural, chiefly because manufacturers are more likely to act without thorough investigation. Save, however, for a few lines of merchandise the factory branch storehouse is neither the better nor the less expensive method. For a limited few articles it is the only available manner of storing—these articles being those which do not lend themselves to public storing.

The early sales agencies carried

their goods in a storeroom on the same premises as the agency. Somewhat later it became rather the rule for the storeroom to be separated from the branch office and display room. High rents were the compelling cause. Today, branch agencies gravitate more and more toward recognized mercantile districts within each city, with their warerooms further and further away—the location being dictated by trucking and shipping facilities.

Such agency storerooms, regardless of location, require supervision. They need a staff of help. Rent and similar expenses, mechanical equipment and supplies, together with all the other items that constitute overhead charges, cannot be avoided. The cost of maintenance is approximately the same whether these private warerooms be half or a quarter filled with goods or entirely full.

It has, furthermore, been the experience of manufacturers that the successful operation of these branch storerooms calls for qualities of management not always to be found in the salesman's make-up. Salesmanship is a specialized form of ability, requiring in many respects a temperament exactly opposite to the methodical and routine attention to details which become monotonous to men of the "high pressure" selling type. Unless, therefore, the concern does a large business at the branch—large enough to warrant independent organization of its storing and shipping department—these storerooms become the source of worry and expense out of all proportion to their value.

A branch sales manager at Terre Haute was encountered in an irritable mood which he explained, between oaths, in about this fashion:

Here I am trying to dig up a new shipping man for the stock-room. We've had three in a month and not one of them fit to fire. The fellow I let go last night cost us three times his pay by his stupid errors. . . . I am due for a "letting" in Greencastle today but I'll not get there. . . . More than not I'll spend my evening nailing crates down on lower Second Street.

The general sales manager of a

---

# What Do You Make of This?

THERE are six daily and two Sunday newspapers in Chicago.

One of them gained 493,606 lines of local display advertising during the first ten months of 1924 over the same period of 1923.

That newspaper was THE CHICAGO EVENING AMERICAN.

Its gain in local display advertising exceeded by 182,120 lines the COMBINED INCREASE of the five other daily and two Sunday newspapers.

## CHICAGO EVENING AMERICAN *a good newspaper*

Chicago Evening American leads the second evening paper (the Daily News), by 65,000 in total circulation; by 27,000 in city and suburban circulation and by 20,000 in city circulation, according to figures for six-month periods ending Sept. 30, 1924.

---

leading Connecticut brass manufacturer confided this:

We had our sales convention this very week. One morning the program contained a discussion of agency store-keeping methods and we all got an eyepener. Not only the morning session but the whole afternoon was given to that one matter. We never reached the next topic. . . .

Our men told us a lot of things that never get to us in the reports. . . . I'm on my way to Chicago now to see what we can do by changing over to public warehouses so that we can get our salesmen down to selling goods instead of wearing themselves out trying to make over the "muts" they hire into fool shipping clerks.

Herein has arisen the economic service of the public merchandise warehouse. Branch agency storing has ceased to be a troublesome department for many a factory through recourse to the public warehouse. The agency store-room is closed. The goods are stored with professional warehousemen.

At once the sales agency has at command all the functions of the warehouse. The care of the goods, full responsibility for their condition, the handling and re-packing, the labeling and re-shipping, the freight billing and trucking cease to fret the sales agency, which also, to quote a St. Louis branch manager, gets "rid of all the scrapping and back-alley graft of getting our stuff to the freight depots." Everything is performed by experienced help employed by the warehouse which can offer promotion to its men as the branch storeroom cannot. Most important of all, the branch sales force is relieved of responsibility for uncongenial tasks, and the sales manager of irksome supervision over clerical and laboring help. The sales force is thereupon permitted to concentrate all effort on its proper duty: Selling the goods.

Said the president of a breakfast food concern:

Two years ago we had more than a hundred stock-rooms over the country. Now we have not one. And, with just four exceptions, the branch managers are overjoyed at the change. . . .

When they make a sale they just order the goods shipped out of the warehouse. When they have signed the order their responsibility ends. . . .

The oddest thing about it is that

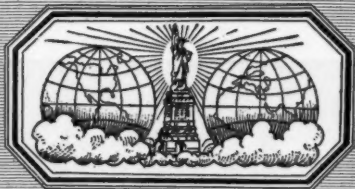
our cost of distributing dropped 3 per cent the first year and nearly five the second—and that, you know, is a big thing in our business.

The public warehouse, again, is flexible in a sense that the branch storeroom cannot hope to be. Public storing may be increased, or it may be discontinued, at will. The amount of space in the warehouse occupied by any one patron may be varied to correspond with the fluctuating volume of his business. The public warehouse, in a word, offers elastic storage: It may be used in exact proportion to the user's needs.

This is quite different from the condition of the branch agency wareroom, the lease and maintenance of which are largely inelastic. It is, on this account, not at all surprising that the public merchandise warehouse has had such tremendous growth. With manufacturer after manufacturer, the public warehouse has taken over all the physical handling and responsibility for the goods, leaving to the agency no task but solicitation of business.

Manufacturers who seek to enlarge the circle of their trade may do so with assurance that the branch's expense will be in proper ratio to the volume of its business. The public warehouse renders its charges on the 100 pounds of goods handled (occasionally on the piece or package) which is a unit basis. This, the factory branch storeroom cannot possibly manage to do, because its overhead bears little relation to the volume of goods passing through. The whole effect of storing goods with public warehousemen is to conform handling costs to the same units which figure in the manufacturing and selling of the particular merchandise. Sales are made on a unit basis. The public warehouse quotes its rates on the identical unit.

Too often, perhaps, manufacturers think of the warehouse only as a place to store goods. The last thing any manufacturer really desires to do is to store anything. He wants to dispose of it. Storage with him is thought of as an evil, to be shunned wherever possible. He seizes raw material and trans-



## Quick Action!

**C**LEVERLY & CROSS are the factory sales agents for a standard line of radio specialties. Naturally, they use the Saturday Radio Section of THE EVENING WORLD, and here is what Mr. G. R. Cross has to say about their experience:

It is with a world of sincere appreciation that we write you to the effect that within several hours after your paper was on the streets of New York, carrying our "ad" on HETEROPLEX SETS and PARTS, that our Distributors, Jobbers and Retailers notified us that what we thought was an adequate supply of our products for the Metropolitan District was woefully inadequate.

We take this opportunity of thanking you for the close, hearty co-operation you have given us and certainly feel that we can recommend the columns of your paper to any manufacturer seeking a medium that will show such remarkable dividends for the investment involved.

**The Evening World**

MALLERS BUILDING  
CHICAGO

PULITZER BUILDING  
NEW YORK

GENERAL MOTORS BUILDING  
DETROIT

SECURITIES BUILDING  
SEATTLE, WASH.

CHANCERY BUILDING  
SAN FRANCISCO, CAL.

TITLE INSURANCE BUILDING  
LOS ANGELES, CAL.



## Could You Use 30,000 Dealers?

**M**ANUFACTURERS who wonder about the "dealer influence" of farm papers, will find interest in the experience of the Coleman Lamp Company.

This concern within eleven years secured 30,000 dealers and established a national reputation. The advertising during the first six years was chiefly in farm papers.

Farm papers are still an important part of the Coleman Lamp Company schedule.

The sales for 1923 passed the peak year of 1920.

From 70 to 80 per cent of Coleman dealers sell to farmers. They could not sell Coleman lamps if farmers did not buy them. Farm paper advertising, through building consumer demand, has performed a definite service in helping to create this dealer organization.

Common sense tells the advertiser that the best kind of dealer influence for any publication is the influence that sells the dealer's customers. Unquestionably the farm paper is the logical medium to sell farmers and to build trade for dealers in rural territory.

This Association, your advertising agency or any farm paper publisher will gladly give you further information regarding the farm market for your product.

## Agricultural Publishers Association

Victor F. Hayden, Executive Secretary  
76 West Monroe Street, Chicago

*Complete coverage of the farm field and dominance of  
the seventy million population in the rural market*



forms it into a new product with as little delay as possible. He has been schooled to ship it from the finishing rooms of the factory late on the day of final fabrication. No delay is countenanced. When orders drop off and goods accumulate, he closes down the plant. He knows only the principle that manufactured goods must be disposed of with dispatch. Storage, therefore, has been anathema. A filled warehouse has meant only that business is dull.

Manufacturers are only beginning to see in the public warehouse a huge possibility for *distributing* their goods. It is a shortcoming of the warehousing industry that it has overlooked its own need of publicity. The industry has failed to impress on manufacturers' the distinction between a mere storage building of walls and sprinkler systems and the merchandise warehouse as a concentration and distributing point for goods.

Emphasis should be placed on the warehouse's functions as a distributor of goods, with storage as incidental to this service, and on the public warehouse as an adjunct of the sales force, admirably fitted to the most recent principles both of jobbing and of retailing. For, in all the trades, rapidity of turnover has become the keynote of endeavor, but, with limited exceptions, the American manufacturing industries have not the faintest conception of warehousing their goods at distant points as the logical way to promote turnover of their products.

The ideal of the factory is that each consumer shall buy commodities for his needs and house them under his own roof against the hour of need. This goal of the factory is, nevertheless, quite the opposite of the tendency of the consumer, who postpones buying until need presses. Small lots and frequency of purchase are too well recognized to need argument here, although it is pertinent for distributors to remember that hand-to-mouth buying is the most pronounced characteristic of our marketing. The practice of "stocking up" three or four times a year has about disappeared.

The pressure of all sales methods is for frequency of turnover. In the attainment of this end the most obvious step is to reduce to a minimum the quantity of stock to be turned over. Every retailer has reasoned thus far. Immediately it follows that the ideal of storing beneath the roof of the consumer is forced backward. The reservoir of goods—foodstuffs and manufactured articles alike—is backed up one stage nearer the source. This means that the consumer and the retailer, the jobber and the wholesaler, each in turn, carries less goods on hand. They buy, one and all, in smaller volume; they buy more frequently. No indication in business is more certain than that this hand-to-mouth buying will continue.

#### DEALERS WANT PROMPT DELIVERY

Coincident with this small-lot buying has grown the demand that the grower or the manufacturer shall at all times make prompt delivery. Insistence that "delivery must be quick" makes a crushing demand that adequate stocks must be close at hand for every market. Never have we been so impatient with the delays of transportation as under the "frequent turnover" doctrine in business. Economy of time has become all important. None buys ahead of requirements. Upon "delivery," once the order is placed, falls the blame for every shortage in time of need. A year and a half ago the National Retail Dry Goods Association made a survey of its field, which revealed that, of eighteen major complaints of retailers against manufacturers in that business, the first in frequency related to shipment of merchandise. It was phrased as "Failure to deliver at appointed time."

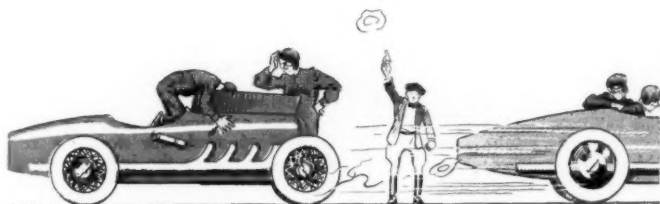
The consumer does not buy ahead of need, nor does the retailer, nor does the jobber. Each looks to the next for supply—not until actually needed, but when needed the demand is for "prompt shipment." To alter these principles of buying is hopeless.

Yet someone must stand in  
(Continued on page 69)



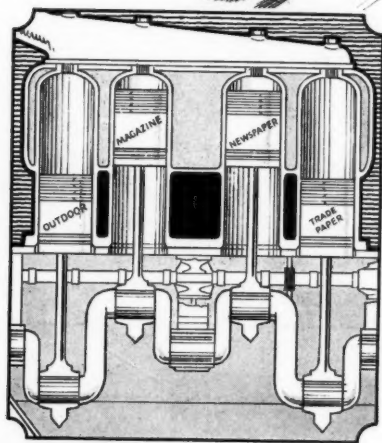
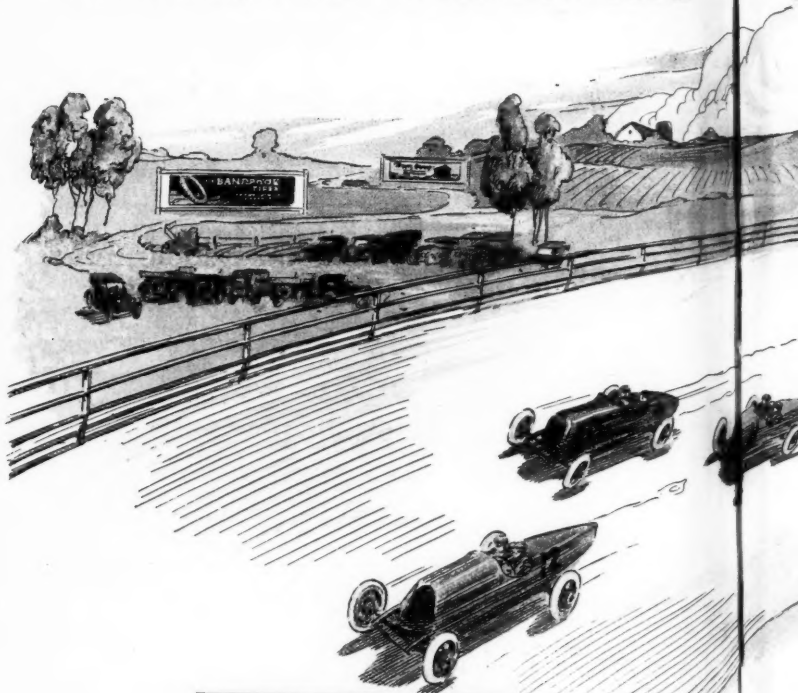
## Does Your Advertising Engine Misfire?

ALL your various forms of advertising, including outdoor, must generate an even and perfect flow of power, to secure maximum efficiency. This is assured by working with the Bureau, through your own advertising agency.



# National Outdoor Advertising Co. INCORPORATED

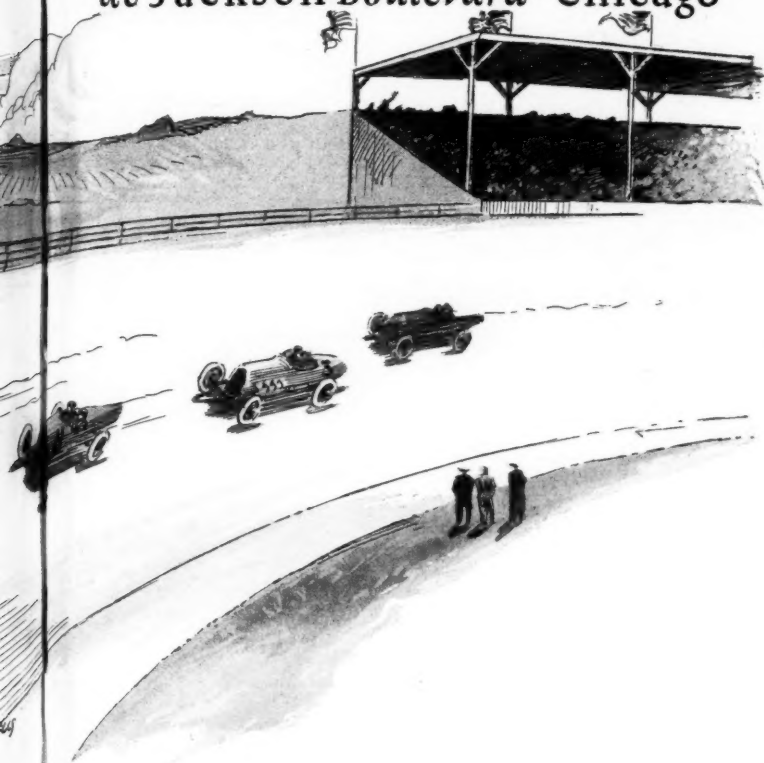
Fifth Avenue and Broadway  
at Twenty-Fifth Street · New York



Coordination of the various forms of advertising is as essential to maximum performance as proper timing is to the combustion engine.

# r Advertising Bureau

INCORPORATED 1627 Lytton Building · State Street  
at Jackson Boulevard · Chicago



**Y**OUR advertising cannot hit on all cylinders unless your efforts in the various media are tuned up together.

By placing your outdoor advertising through the Bureau your own advertising agency can make sure that its power stroke is in tune with every form of advertising you employ.

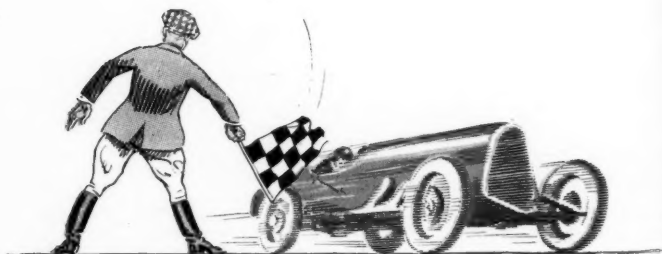
*A* ABOUT 200 of the leading agencies, through their organization, the National Outdoor Advertising Bureau, are equipped to render this highly specialized service. The advertiser, through his own advertising agency, can secure unbiased advice and a complete service in all of the different forms of Outdoor Advertising, everywhere.

NATIONAL OUTDOOR  
ADVERTISING BUREAU

Incorporated

Fifth Avenue and Broadway  
at Twenty-Fifth Street  
NEW YORK

1627 Lytton Building, State Street  
at Jackson Boulevard  
CHICAGO



readiness to deliver. That "someone" must be the manufacturer. Whatever may have been the past of manufacturing in the matter of warehousing goods or of making up in advance of orders, the present condition is undeniable. If goods are to be sold, the manufacturer must put himself in readiness to give prompt delivery when his wares are wanted. If the factory attempts to follow the methods of a decade ago, it is merely tempting another to enter the field, and certain it is that, for the average run of merchandise, a need not quickly satisfied soon vanishes.

The manufacturer, therefore, is compelled to assume what formerly was done by his jobber. The factory must accumulate "spot" stocks of goods at strategic market centres. These stocks are warehoused at freight-rate breaking points, convenient to prospective markets. The apportionment of goods will correspond to sales demand, being "spotted" for speed in final delivery. The "spot" stock is a distinct stock of goods set aside for a definite market. It is not the same thing as a surplus stock at the factory.

The "spot" stock, if warehoused with public warehousemen, may be accumulated at the same centres as branch agencies or not, at the will of the manufacturer. Interviews with several hundred manufacturers indicate that approximately 70 per cent of them habitually hold such "spot" stocks at rate-breaking points in addition to the points where branch agencies exist.

In other words, marketing demand is best served by "spot" stocks at places, more in number, than sales agency locations. Seventeen manufacturers have been encountered who state that, despite growing volume of business, they have reduced the number of their agencies within eight or ten years. Fourteen of these seventeen have, within the same years, changed from agency storeroom systems to warehousing with public warehousemen. They have, in this manner, decreased their agencies in number while increasing the

points at which "spot" stocks are held in readiness for quick delivery.

Instance after instance has been encountered where the peak of demand for an article is seasonal, the season itself coinciding with the months of freight congestion and car shortage during 1922 and 1923 (occasionally with freight embargoes). At such times, current shipments, even in carload lots, failed to reach destination (occasionally being positively refused by the railroads under their embargoes).

The manufacturers, however, through having "spot" stocks at strategic rate-breaking points, were enabled to get goods through to their dealers before their shelves became bare. There are, at times, severe storms and floods which cut off or paralyze transportation. At such times the "spot" stock saves a market, or, to use the words of one maker:

Lorain (Ohio) was blown away at sunset one day but our brand was on sale at nine places the next morning. It was three days before another make of ——— could be had except through the Red Cross. . . . That is only an example of how we use our warehoused goods. We have a pride that no disaster shall compel a consumer to ask twice for our goods.

Says the Chamber of Commerce of the United States in the report of a committee to study warehousing and transportation economics in 1923:

Practically every article sold in retail stores is entrusted to public warehousemen during the process of distribution. We make this assertion confidently, because we cannot imagine any commodity which might be an exception to the otherwise universal rule. Not all of all commodities, of course, are entrusted to public warehousemen, but, from the farm to the fireside, food, wearing apparel, hardware, drugs, stationery and tobacco undergo storage, and the impulse toward the use of public warehouses has only begun to gather force.

In order to maintain ample distribution, the manufacturer must serve his customers promptly. He must find some means to overcome the delays in transit, some manner to supply the growing host of small-lot buyers so quickly that the flush of consumer demand shall not pass unfilled. If this de-

mand has been created through advertising, his ability to provide instant supply will save much of the new demand which otherwise might be lost.

Competition among makers and sellers fosters the trend of the times for small-lot buying. Manufacturers, therefore, in order to hold their trade territory have been more and more forced to warehouse goods at every important commercial and distributing centre. A study of selling methods clearly shows that "spot" stocks are held in more centres year by year. Only thus is the salesman's effort supplemented.

American sales organizations achieved magnificent results long before the makers of goods attained any conception of the value of prompt delivery. The factory haughtily washed its hands of responsibility for the goods as soon as some railroad issued its bill of lading; it expected payment at maturity of the invoice dating regardless of whether the goods had reached destination or not; they "blamed the railroads" for all delay. Competitive selling of today, however, takes into account delivery quite as much as getting the order.

In the improved delivery to the customer, the greatest single advancement has come, not from transportation methods, but through the device of the manufacturer who warehouses his goods near the market. In the warehouse are stored the goods in bulk, allocated at strategic rate-breaking points, in readiness for quick distribution. The radius of the "spot" stock is overnight delivery for quick-moving merchandise and twenty-four hours for slow-moving.

Thus has time of delivery been achieved. Merchants and manufacturers alike have learned that there is no profit in goods until they are sold. Also have they learned that neither of them is a warehouseman. They make money on what they sell, not on what they store.

Therefore, the test of every business has come to be the quick-

ness with which it sells, the dispatch with which the goods move into possession of the next owner after order is placed. The retailer and the jobber store less than formerly. They look to the maker of the goods, who, in turn, solves the difficulty not by storing surplus stock at his factory, but by warehousing with an industry which makes its sole purpose that of "storing goods for hire."

### H. A. Holmes Enters Printing Business

Harold A. Holmes, for the last four years manager of sales for the National Association of Retail Clothiers and Furnishers, Chicago, and advertising manager of that organization's publication, *The National Retail Clothier*, has resigned to join The William L. Marsh Company, advertising and printing, Chicago, in which he has purchased a controlling interest. For six years, Mr. Holmes was advertising director of *The People's Popular Monthly*.

### Buy "Arizona Daily Star"

The State Consolidated Publishing Company, Tucson, Ariz., publisher of the *Arizona Daily Star*, has been purchased by William R. Mathews and Ralph Ellinwood. A new company has been incorporated to take over the Bisbee, Ariz., *Review* which formerly was controlled by the State company. The *Review* will continue under the management of Folsom Moore, formerly general manager of both newspapers.

### Candy Bar Advertises a "Come-Back"

Newspaper copy in Canada is being used to announce the return of "an old favorite," Fry's Vanilla Cream Tablet. "It has been off the market for a long time," the copy says, "but it's here to stay, and all good candy dealers have it for you." J. J. Gibbons Ltd., advertising agency, Toronto, is directing this advertising.

### Webb Drum Joins Monarch Specialty Company

Webb Drum, formerly of the Gates Rubber Company, and more recently sales manager of the Westgate Manufacturing Company, Oakland, Calif., has been appointed general manager of the Monarch Specialty Company, Los Angeles, jobber of plumbing supplies.

### G. M. Davis with Jefferson Glass

G. M. Davis has joined the Jefferson Glass Company, Follensbee, W. Va., as sales and advertising manager. He was formerly advertising manager of the Cleveland Metal Products Company, Cleveland, Ohio.

Very well

Then

If returns are

A matter of

Circulation

Why shouldn't the

Greatest circulation

Pull the greatest

Number of replies?

*It should!*

In fact the

American Weekly Magazine

*Does!*



# The American Weekly

A. J. KOBLER, Mgr.

1834 Broadway, New York

THE AMERICAN WEEKLY is distributed with the following Sunday Newspapers:

New York—American  
Boston—Advertiser  
Washington—Herald  
Atlanta—American  
Syracuse—American  
Rochester—American  
Detroit—Times

Chicago—Herald and Examiner  
Seattle—Post-Intelligencer  
San Francisco—Examiner  
Los Angeles—Examiner  
Fort Worth—Record  
Baltimore—American  
San Antonio—Light

Milwaukee—Sentinel & Sunday Telegram

*"If you want to see the color of their money—use 'color'." A.J.K.*

## The Vogue of the Testimonial Photograph

WASHINGTON NURSERY Co.

TOPPENISH, WASH.

Editor of PRINTERS' INK:

Several months ago the writer observed an article in PRINTERS' INK on how to secure the right kind of testimonials from customers. The writer went into details as to the methods followed by certain concerns which, in writing to the customer, outlined the testimonial letter wanted by submitting a series of questions to be definitely answered.

Will you please advise in what number of PRINTERS' INK this article appears as we would like to look this up for reference purposes.

WASHINGTON NURSERY Co.

R. S. PETERSON.

Sales Manager.

IT is not a difficult matter to get testimonials from customers. The best testimonials come in unsolicited. Any business that is giving good service receives many letters of appreciation from its patrons. As a rule, there is no objection to the judicious use of these.

An interesting development in this subject in recent years is the employment for advertising purposes of the testimonial photograph. A nursery could make good use of testimonials of this kind, and they are easy to obtain, too. Many customers would be glad to send in photographs showing the growth of stock which they purchased from the nursery two or three years before. In fact this idea is already extensively used in horticultural selling literature.

Testimonial photographs are most prevalent in business-paper advertising. The trade copy of any number of manufacturers is based on the plan. The National Lead Company is a conspicuous user of such advertisements. The series which it has been running for a long time has made most convincing copy.

O. C. Harn, of this company, informs us that the assembling of the material for these advertisements is a simple matter. He says, "I get from our sales branches the names of dealers

who have made creditable records in the constant increase in Dutch Boy white-lead sales, then our advertising agents go after these people with a tactful letter. The merchants are nearly always glad to co-operate. That is all there is to it." The advertisements are nearly always dominated by a pertinent photograph, which is followed by a verbal statement detailing this particular retailer's success with the Dutch Boy line.

When new stores or hotels are opened, it is becoming the custom for the manufacturers who sold the furnishings and equipment to these new establishments to advertise the fact in business papers and in some instances in newspapers. For weeks after Saks & Co. and Russek's launched their Fifth Avenue stores, manufacturers ran photographs in their trade advertisements showing how their products are contributing to the beauty and efficiency of these stores.

Similarly the erection of several new hotels this year, such as the Roosevelt in New York, the Benjamin Franklin in Philadelphia, the Book-Cadillac in Detroit, the Syracuse in Syracuse, etc., has caused manufacturers of carpets, furniture, linens, silverware, soaps, refrigerators, kitchen equipment and many other articles to advertise that their goods are being used in these hostleries. Photographic testimonials illustrated the advertisements in nearly every case.—[Ed. PRINTERS' INK.

### L. S. Murdock to Direct New Advertising Business

The Advertisers Service Company has been formed in Cincinnati under the management of L. S. Murdock. He was formerly production manager of The Prather-Allen Company, Cincinnati, advertising agency. Mr. Murdock also was at one time head of The Murdock Printing Company, of that city.

### W. A. Cole Joins Corman Company

W. Arthur Cole, for the last four years production manager of Barton, Durstine & Osborn, Inc., New York, has joined the staff of The Corman Company, Inc., also of New York, in a similar capacity.





# 165,000 Times "Yes" or "No"

If the men at the top in all industry are lacking in information about your product or service—your salesmen have a real problem on their hands.

"No" is so easily said!

Nation's Business reaches the thin line of executives at the top who must say "Yes" before the sale is complete.

The  
**NATION'S  
BUSINESS**

Washington

165,000 Circulation (Member A.B.C.)



# Always a Good Market!

**T**HE Wisconsin market never fails. It is chronically dependable. The great diversity of Wisconsin's industries preserves a balance of employment and buying power that is unequalled in any other state. This statement is substantiated by bank clearance figures and Bradstreet's industrial reports.

And back of this industrial diversity stands Wisconsin's "millionaire cow" with her annual, uninterrupted revenue quota of a quarter of a billion dollars.

It is to the fortunate combination of these two vital factors—outstanding industrial diversity and first-rank dairy production—that Wisconsin owes her uniformly consistent prosperity.

It is not strange, therefore, that Wisconsin should be a good market in times of depression—and a better market NOW—a fact recognized by advertisers and manufacturers who seek a permanent market for their products. The Wisconsin Daily Newspapers, 47 in number, through their influence in 715,000 Wisconsin homes, are a powerful factor in the establishment of such a market. For complete market data address Secretary, 421 Sycamore Street, Milwaukee, Wisconsin.

**Wisconsin**  
**Daily Newspapers**





Congratulations are due the Wisconsin Daily newspapers for their enterprise in carrying to advertisers everywhere the story of Wisconsin.

It's an inspiring, heartening story of a great, *steady*, prosperous market.

A newspaper (Wisconsin News) published in the State's Metropolis, will, we feel sure, be pardoned if it attracts toward itself some attention. It, too, has a story inspiring, heartening, interesting.

Hats off to Wisconsin Dailies—all of them!

**WISCONSIN NEWS**  
M I L W A U K E E

# Making Two Facing Pages a Single Unit

Pictorial Plots That Bridge the Gap between Two Pages

By a Commercial Art Manager

THE eye can be tricked. One of the most famous of the old-school magicians, Hermann the Great, was a dealer in such visual demonstrations. His favorite trick was to deceive the eye in a hundred different ways, but with one fundamental as the bottom of his clever art.

There was a property table, apparently of mahogany, which he cut in twain with one swift, deft stroke of a scimitar. It was easy enough, because the table was in two separate parts to begin with. And there was sufficient space for the sword blade to descend without giving away the subterfuge.

But the audience failed to see that space between the two parts of the table, due to the accessories. There were vases of flowers, ingeniously draped scarfs, attention-compellers placed at strategic points. The gap was bridged. In fact, the audience was not looking for such deception. It accepted the table as complete.

When two facing pages are employed in advertising, the advertiser is called upon to use some of the dextrous methods of the magician in order to bridge the gap.

He will be merely using two separate and distinct units if he fails properly to tie them together and, through visual deception, make it appear that the two are one. That intervening area of white, emphasized by the dividing line of the fold, would seem to be an insurmountable handicap.

As a matter of fact, there are more than one hundred picture novelties which, for ages, have done this very thing. Some of them have been handed down through many generations; others come to us from Egyptian history. There are ways by which abso-

lutely parallel lines may be placed to belie vision. The eye is by no means so fast as we would like to believe, in paying it tribute. Science is continually cooking up shrewd tricks, to prove that the eye is amazingly gullible.

The advertiser, fully aware of this, has succeeded, therefore, in arriving at ways and means of making two facing pages take on the characteristics of a conventional double-spread. There are at least six classifications of the work, briefly indexed as follows:

Ingenious pictorial compositions which absolutely bridge over and assimilate the gutter of white, including it as a "part of the picture."

Areas of type or picture which, matching up, lead the eye across the gutter, although not attempting to deceive the eye.

Compositions in which perfect balance and the shrewd adjustment of units make the gutter less apparent. The contents of both pages are unified, not by visual trickery, but by laws of composition.

Arrangements of out-of-the-ordinary composition lines and borders or decorations, nicely calculated to tie one page with the other. Thus, a flowing scroll or the sweep of a single line may bring about this satisfactory association of parts.

Division of the two pages into several parts, each one of which is segregated from the other by a gutter of white space, equal to the central area.

Pictorial theme, so powerful in its action, that the eye is compelled to accept two pages as an unbroken space. In layouts of this class, a striking figure on one page, motioning across to an equally vigorous characterization on the other, would bind the pages together, regardless of gutter or of broken areas of type and border. The tie-up is one in which vivid action plays an important part.

In a spread for Zapon four separate reasons may be assigned which, in the aggregate, absolutely do away with the gutter. The reader of the advertisement is never once conscious of it. The four reasons are:

- (1) Three-inch high display lettering

of the name across the tops of both pages. The spacing between the individual letters is consistent with the width of the gutter.

(2) Large study of an attractive woman, holding illustrated catalogues, on left-hand page. There is no typography of any kind near or around her.

(3) Segregating of type on right, with sufficient white space to the left, facing the gutter, to make you quite unconscious of it at all.

(4) And, lastly, and perhaps most important, a clever arrangement of eight small panels, each one containing an apt use of the product. They are identical in size and in shape and in art technique. They form a chain across two pages, and while the gutter must be taken into consideration, the power of the illustrative blocks is such as to make the eye arbitrarily leap across that hazard.

By making the small picture blocks somewhat smaller and detaching them, one from the other, and by making the space between each the same as the width of the white gutter, this eye-deception could be, of course, vastly strengthened.

Now in the field of action, so potent that the eye is perfectly willing to leap lightly over an intervening space, we have a very recent two facing pages for Kardex. The dominant picture note to the right is the facade of a great building. Through its doors, a stream of interested people is featured. They are in motion. Their quick and active strides animate the composition. And this stream overflows onto the left-hand page, the figures here being considerably larger, according to the rules of foreground perspective. The gutter is not lost, it is not cleverly camouflaged. But action unifies the pages, nevertheless.

There has come a new classification which is bold, frank, even dramatic. The pages are deliberately divided, one being given over entirely to illustration, the other to type, and a running head and perhaps a nameplate alone bridging the gutter. The effect is sometimes not unlike that of an opened book, with a page illustration and a page of type, the two nevertheless being parts of a very obvious whole.

Sometimes the method is varied, as in the General Motors campaign of two facing pages. Although a large page illustration

is given half of the total space, a phantom human-interest scene which overlaps the page picture runs over to the next page. The gutter is palpably there, but it does not manage to cruelly separate the pages.

It is seldom wise to take a figure or an object, indeed any picture theme, and deliberately cut it in two, permitting the gutter to mutilate eye-interest. Some vital part of the picture must be eliminated when this is done. The artist, in the meanwhile, who does not make due allowance for the intervening white area, will have a strangely distorted person or object in his finished and printed result.

A motor car is reproduced, from a photograph, running to the extreme side limits of two facing pages. The halftone is calmly hacked apart for the gutter. The illustration is painful to the eye. The gutter is emphasized rather than minimized, although there is an unquestioned tie-up.

But if a resourceful artist draws in a white pillar, one-half on one side of the gutter, the other on the opposite side, the eye accepts the missing part of the car. It is hidden behind that white column, naturally enough. That is the way it would really appear if seen under similar circumstances. In other words, the gutter becomes a white column and is therefore "part of the picture."

Now, consider a wholly different type of composition, and one which was but recently discovered, although there may not seem anything startling about it. A Brunswick phonograph composition elaborates this theme. Two illustrations, colorful and teeming with action, are placed in panels and these panels occupy the two outside extremities of the pages. They are identical in shape and they are equal in color values and in the spirit of draftsmanship. They are, in brief, "companion panels," immediately recognizable as such.

All typography is neatly set to left and to right of the panels. A bold headline reads "straight

**I**N October The Enquirer carried 55,216 lines of passenger car display advertising, which was nearly 20,000 lines more than ALL the other Cincinnati papers combined.

The second paper, an evening publication, carried only 19,222 lines, a loss of 8,904 lines over the same month of last year. The Enquirer gained 4,844 lines over the 1923 lineage.

In ten months The Enquirer has carried 549,675 lines of passenger car display advertising. The second best paper had considerably less than half of this.

For many years The Enquirer has led all other Cincinnati papers combined in automobile advertising.

The Enquirer alone will serve the Cincinnati territory for you.

Annual Automobile Show Number January 11th, 1925
---

# The CINCINNATI ENQUIRER

*One of the World's Greatest Newspapers*

---



across," so ingeniously spaced that the gutter does not interfere. And, allow us to intrude this observation: spacing can accomplish many remarkable things in the matter of bringing the white areas of the gutter. It is here, indeed, that eye-deception takes place.

The Brunswick spread is unified because of the positioning of those powerful, sympathetic outer picture panels.

We have seen the same successful effect gained by reversing the idea, and placing two elongated panels close in to the gutter, with type on the outer margins. The effect is that of a pictorial screen, although you do not see the "hinges."

The American Radiator Company uses two facing pages with studied resourcefulness of composition. The top portions of the pages are tinted with tones of red. Superimposed against this brilliant background, are four strong black-and-white illustrations of types of heating plants. They are in absolutely square frames. The distance between each is the exact width of the gutter. They are "stepped down," until the last of the four is well to the bottom of the right-hand page.

Now the peculiar thing is that although the color tends to emphasize the gutter, the strong halftones, in their stepped arrangement and their clever spacing, so successfully overcome the other handicap, that the two pages are like one.

Mention has been made of the type of one-piece illustration which, if large enough and vigorous enough as to action and idea, will withstand the white slash of the gutter. There is an admirable instance of this in one of the newer Conn Band Instrument advertisements. Two-thirds of the space, across the top, is occupied by a two-color halftone drawn illustration, sparkling with animation. It is not embellished with ornate border. There are no interruptions in its pictorial flow.

And directly to the centre of this well-drawn illustration there is a wide swatch of white, the gutter.

There is no attempt to conceal it: no art manipulations, such as pillars or curtains. But nevertheless, the gutter was far less than obtrusive. The eye overlooked it. There was such action and story in the picture, that these elements were more potent, usually, than any interruption. The illustrations showed an upstairs theatre box in which sat a white-haired mother and father. They were looking intently down, across that gutter, to the stage on the opposite page, where stood their boy, the leader of a popular band. Add to this a shaft of brilliant spotlight, projected from the gallery, at the left and flooding across, to the stage. Action fought the intrusive gutter and bested it.

Some advertisers take the attitude that it is not essential to make a job of tying up the pages. Tell your story and let it go at that. If the story is interesting, the public will not bother its head over niceties of dovetailing and the problem of a gutter of white space. Why attempt to deceive them?

But one of the obligations of modern advertising is to produce artistic results, physically. An "ugly" job of picture and typography certainly does not invite the eye. It does not make assimilation easier. It is, on the contrary, something of an affront.

The main thing to consider is this: Are you willing to have the reader look upon two facing pages as two more or less distinct units, or would you prefer to see in this greater space, a blaze of unified power, cemented by that added consideration which is essential to perfection in anything?

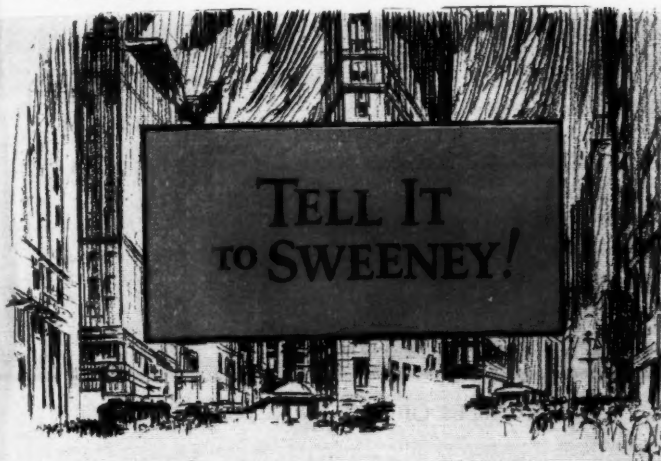
### Leaves Baltimore Better Business Bureau

Walter B. R. Wright has resigned as managing director of the Better Business Bureau of Baltimore, to become secretary of the Maryland Motor Federation.

### Carl F. Stuebing with "American Contractor"

Carl F. Stuebing, formerly with the A. W. Shaw Publishing Company, Chicago, has joined the advertising staff of the *American Contractor*, also of that city.





*—it ain't gonna rain no more*

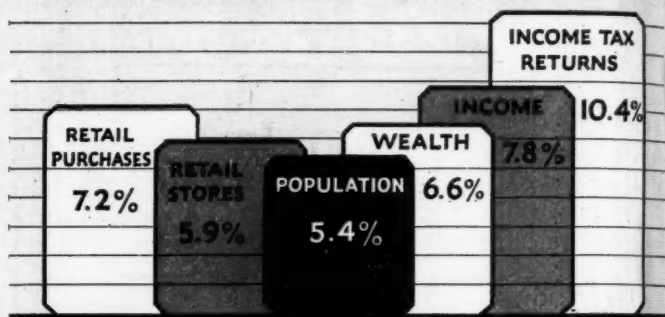
FROM the pre-election talk of some business men, the innocent outsider would gather that business in this country lived wholly on governmental grant, depended wholly on political favor. Manufacturers who could never be seriously bothered by foreign competition fretted over the possibility of lowered tariffs. Others who have never exported a dollar's worth of goods in their business lives worried over our foreign relations.

But everywhere on November fifth, business men collectively emitted loud whoops and went back to work. Salesmen reported increased buying. And the Stock Exchange rose to new records of trading, with tickers thirty minutes behind orders. With Mr. Coolidge in again, business men felt assured that "it ain't gonna rain no more!"

A friend of ours who represents a number of silk mills told us that in the four days following the national election he received confirmations on six large orders that had been held up previously. His business is women's silk underwear and hosiery exclusively. Does any retailer or banker imagine that Mrs. Sweeney and her daughters would go without these commodities had Mr. Davis been elected?

\* \* \*

ALL this pre-election hysteria again emphasizes the fact that the only assurance for sustained good business on the part of any firm lies in *established markets*. The Sweeneys, the average family, are not going to give up the business of living whoever is elected. In the occasional business depression this country experiences, the total



### RESOURCES OF THE NEW YORK MARKET

	United States	N. Y. City	Percentage of National
Population (1924).....	112,078,000	6,015,000	5.4%
Wealth.....	\$320,804,000	\$21,207,000	6.6%
Income.....	69,000,000	5,393,000	7.8%
Tax Returns.....	6,662,000	691,000	10.4%
Retail Stores.....	1,675,000	99,041	5.9%
Retail Purchases.....	30,000,000	2,165,000	7.2%

From the New York Survey, conducted by the NEW YORK UNIVERSITY BUREAU OF BUSINESS RESEARCH

volume of trade does not fall off ten per cent. There is no substitute for selling effort in the mass market, for advertising and selling to Sweeney. If Sweeney is your steady customer, it never will "rain no more!"

With good business ahead, Tell it to Sweeney, particularly in New York. Sell this great city market for your own prosperity's sake. With its varied businesses and manufactures, no depression can ever sink very deep, no slump affect the majority of its incomes. No city in the world has so many resources in excess of its proportion of population. With 5.4% of the total national population, New York has 6.6%

of the national wealth, earns 7.8% of the national income, and makes 10.4% of all Federal Income Tax returns. In the 5.9% of the national total of retail stores in New York, its residents (*exclusive of transients*) make 7.2% of the national total of retail purchases. The Sweeneys are better customers in proportion to their numbers than any similar population group in the world!

The New York Survey makes available for the first time the distribution of New York's incomes. Approximately 9% of the population or 115,700 families, average more than \$7500 a year; 91% or 1,162,600 families—of Sweeneys—average from \$4500 down to

## Incomes of the Sweeneys

Group	Range	Average	Families (1920)	Percentage of total
Gold.....	\$10,000 upwards.	\$10,000	47,500	3.7%
Purple.....	\$6,000 to \$10,000	7,500	68,200	5.3%
Red.....	\$4,000 to \$7,000	4,500	214,800	16.8%
Brown.....	\$2,500 to \$5,000	3,000	423,900	33.2%
Green.....	\$1,500 to \$3,000	2,000	401,700	31.5%
Blue.....	\$1,000 to \$2,000	1,500	122,200	9.5%
Total.			1,278,300	100.0%

Figures from the New York Survey, conducted by New York University Bureau of Business Research for a group of New York newspapers. Families are the 1920 figure. The total does not include the entire population, as the University has not included some sparsely settled districts in Queens and Staten Island.

\$1500. The Sweeneys per capita have the largest income in the world.

To match this market the advertiser has the Largest Daily Circulation in America—The News, New York's Picture Newspaper. Five years old, The News is an established medium, reaching more families in New York City than any other newspaper. Its average circulation for

the six months period ending September 30, 1924, was 786,398 daily and 807,279 Sunday. Its tabloid page gives advertising a new chance to be seen, to be read, to do its work. The milline rate is low. This medium alone can establish any advertiser in the New York market. It should be your business life insurance in the next four years.

Get the facts!

Tell It To Sweeney has been issued in folder form. Write for the series

*The Largest  
Daily Circulation  
in America*



**THE  NEWS**  
*New York's Picture Newspaper*

25 Park Place, NEW YORK 7 S. Dearborn St., CHICAGO

## *Purely Mechanical.... but Highly Important!*

- 1 The page size of the SHOW AND REFERENCE NUMBER of MoToR is 10 x 13½ inches; the type size is 8¼ x 12 inches.
- 2 The final closing date for all advertising copy is December 10th; first forms close December 1st.
- 3 The larger page, made necessary to accommodate the important Tables of Specifications, enables the advertiser to use striking illustrative effects.
- 4 The best printing results are obtained by using 133 screen for half-tone illustrations.



# MoToR

*"The Automotive Business Paper"*

EARLE H. McHUGH · Business Manager

119 West Fortieth Street · New York

Hearst Building · Chicago :: Kresge Building · Detroit

Little Building · Boston

# Industrial Research and Resale Ideas

The Modern Method of Using Laboratory Analysis to Solve Customers' Problems Needs Only Translation by the Selling Department

By Joshua C. Brush

President, The Trade Laboratories, Inc.

IT is entirely possible that when Teta, the first king of the sixth dynasty, decided to build his fifty-nine foot high pyramid, he had a little commercial research conducted for his benefit. Due to the destruction of the limestone coverings of some of the previous pyramids, he probably wanted to discover whether there were any improved methods. Since the object of building a pyramid was to have it last a long time and to have the inscriptions read by investigators centuries later in history, it is probable that the green paint which contains the text in hieroglyphs on Teta's pyramid was selected after some sort of test had been made to guarantee its lasting quality as compared with another color of paint of a different formula and consistency. The idea of searching for facts which will make the product more useful is an ancient practice. There is nothing new or startling about digging for such facts.

The new thing about research is that a greater number of manufacturers have come to realize that the work being done by professors in laboratories has a real and important bearing upon increased sales. As this fact is realized manufacturers are making more use of the findings of men whom they formerly regarded with amused tolerance, in their sales, advertising and production plans.

Of course, the sales manager who decided to find out what was the matter with Johnson's sales in the Ohio territory and jumped a train to get his facts on the spot was using commercial research. In his case he was more liable to call it "checking up" or

"getting the dope." The thing which is happening now is that these practical men are seeing the close relation between what scientists are finding out in laboratories, which is *industrial* research, and increased sales for what the manufacturers make.

In this article I shall refer briefly to some examples of industrial research on which such scientists are working as contrasted with commercial research such as that which has been done successfully for many years by advertising agencies and the sales departments of manufacturers.

## TWO TYPES OF RESEARCH

Commercial research includes all sorts from the simple act of sitting on a rail fence interviewing four or five farmers to get a new copy angle for a reaping machine, to applying carefully prepared psychological tests to a list of 5,000 buyers of the product or calling on fifteen retailers and five jobbers in each of ten States and interviewing 12,000 people.

Industrial research is different. It may consist of such experiments as were so interestingly described by John Gabbert Bowman, Chancellor of the University of Pittsburgh in the October 30 issue of *PRINTERS' INK*. After pointing out that most of our modern conveniences and high standards of living are due in large part to the pioneer work of university chemists, Dr. Bowman tells how his research laboratory produced twenty years of weather in two weeks to test the wearing quality of fly screens made of various materials; how the chemists helped improve stove enamel, solved a baker's

manufacturing problem and were able to make many other helpful suggestions in the laboratory which the manufacturer could translate into better selling arguments and interesting advertising copy.

Industrial research may also consist of the simple act of discovering, in the manufacturer's own chemical laboratory, how to put a more lasting finish on an ax handle, discovering a formula for tasteless castor oil or how to remove a disagreeable odor from a toilet soap.

#### RESEARCH FACTS AS SALES AIDS

In the laboratory of a large manufacturer of baby food I recently saw the products of sixty-three competitors being analyzed carefully by a large staff of chemists. This chemical analysis was later to be translated into new sales arguments as well as for the purpose of keeping the manufacturer abreast of what his chief competitors, in all parts of the world, were doing. One product had its formula changed slightly for export to the Far East. Another had added a soluble vitamin product. This analysis carried on by chemists was considered by the owner as essential to his progress.

Also included under the head of industrial research, and one of the most progressive steps in the whole history of research of any kind from its earliest days, is the tendency on the part of the big manufacturer to maintain a laboratory designed to help solve his customers' problems. The customer, especially if he is another manufacturer who takes what the company produces and remakes it into another product, has problems which are many and diverse. Helping him solve them is, of course, one of the best ways yet evolved to increase company sales. The plan may be compared to the modern selling plan of having salesmen help the retailer resell his goods by furnishing him constantly with resale ideas. A salesman for a bottle manufacturing company

on a trip through the South had his usual order cut in half. Instead of being satisfied with the order, he asked the buyer what the trouble was. His inquiry led to a talk with the production manager during which he discovered that the soft drink manufacturer had cut down his order because his product was being beaten in several territories by a competitor who was slashing the price.

The salesman's customer had built up a nice business over a period of years by using pure fruit-juice extracts. His competitor was using synthetic flavoring and cutting into his trade right and left. The salesman asked permission to call up the company laboratory. The next day one of the trained engineers was on the spot. He and the salesman made a thorough investigation. They found that the manufacturer's patented process of getting the real fruit juices left a considerable amount of waste in the form of pulp that had to be thrown away. Some of this was taken back to the laboratory and a way worked out to use it as the base for a certain type of gelatine dessert.

As a result, the manufacturer made a new line, making use of this waste. This enabled him to cut the price of his soft drinks to a point where he could meet the cut-price competition of his big competitor. He also had a profitable side-line, which incidentally used glass containers made by the salesman's company. This concern had not only helped solve one of their customers' problems but more than doubled its regular business by its investigation which developed a new outlet for its products.

In a recent bulletin of the National Research Council it was stated that more than 500 research laboratories are now maintained by big industrial establishments. Not all of them, of course, are engaged solely in solving customers' problems. Samples of parts are often made and tested in the laboratories so



**RUN IN** and see us when in New York. People from all over the world are always running in to see our plant. It isn't the eighth wonder of the world, nor do they come from the ends of creation just to see it; but when here they run in. Our equipment is extremely elastic. It includes seven different types of printing presses and two kinds of type-casters. Then, too, there are machines that pick up folded sheets, assemble them, wrap a cover around them, glue the cover on, wire the books and stack them in lots of a dozen. We have many other pieces of mechanism that fascinate both the layman and the mechanical-minded.

## **Charles Francis Press**

461 Eighth Avenue      Telephone Lackawanna 4300

**Printing Crafts Building, New York**



that the proper mixture will be supplied. Customers' specifications are gone over and interpreted into factory terms. Complaints are investigated and the cause of the trouble found. Very often the industrial research men in their laboratories are doing things which help the individual consumer in getting more for his money.

Thus, the General Electric Company was able to tell the public in an advertisement that, today, consumers are getting three times as much light for the same money as when the laboratories were established over twenty years ago.

The American Sugar Refining Company has worked out many customers' problems in the company's laboratories. The result is that the company has won a vast amount of good-will and incidentally made a broader market for its products.

A ginger ale manufacturer who had been a big customer ceased buying his usual amount. Investigation showed that his product was going bad on his hands. His retail customers were backing up on him with demands for exchange of the product. Naturally, he had no need for as much sugar as previously. This problem was considered by the chemists in the research laboratory. Their research in this case led them into a study of bacteriology, carried on by compound microscopes and colored liquids used to identify organisms by the selective staining method.

It was obvious, when the product was investigated in the laboratory, that some sort of an organism was making the product undrinkable. Cultures from the pipes in his factory were secured and studied under the microscope. Finally, these cultures were identified as yeasts. Further investigation into the company's history brought out the fact that the building now used as a ginger ale factory had formerly been used to make yeast. A carpenter in pulling up

a board had scattered the yeast spores and these minute growths had gotten into the pipes where they had multiplied and spoiled the ginger ale man's product, thus making him a poor prospect for sugar. When the causes had been identified and the pipes cleaned thoroughly the ginger ale once more became salable and the customer again became a logical prospect for big purchases of sugar.

In the files of this sugar corporation are scores of other examples which show the close relation between the chemist in his laboratory, who helps solve the customers' problems, and increase sales for the company which is broadminded enough to employ a man of science in its laboratory. Internal fermentation which spoiled the product of a candy manufacturer, one of the company's big customers, a change of stenciling in bags which formerly gave the product a pink tint, the prevention of fermentation in condensed milk and other products of a big customer, and curing the spoilage of prepared cake flour are among other problems which this organization, in its laboratory, has solved for its customers, with the result of increased sales.

#### RESEARCH HELPS PAINT SALES

The Pittsburgh Plate Glass Company, operating paint factories in four cities, has a well-equipped research laboratory to study and help solve the problems of its customers. In the sale of paint, problems are continually arising which require help for solution. The chemist-investigators in this company are always designing special paint or enamel to solve the individual problems of some big customer whose retailers have complained to him about something being wrong with the product. Not only in making the product itself fit a specific need, but also in methods of application, the chemists in the Pittsburgh Glass Company have been of immense value to the company's customers in helping



***Kansas City Trade Territory  
Needs Overcoats!***



**\$10,356,948**

*Spent annually for*

**MEN'S OVERCOATS**

*By Journal-Post  
family of readers*

**GET YOUR SHARE THROUGH**

**Kansas City Journal-Post**

14th in Circulation in U. S. (morning)

15th in Circulation in U. S. (evening)

**Merchandising Cooperation**

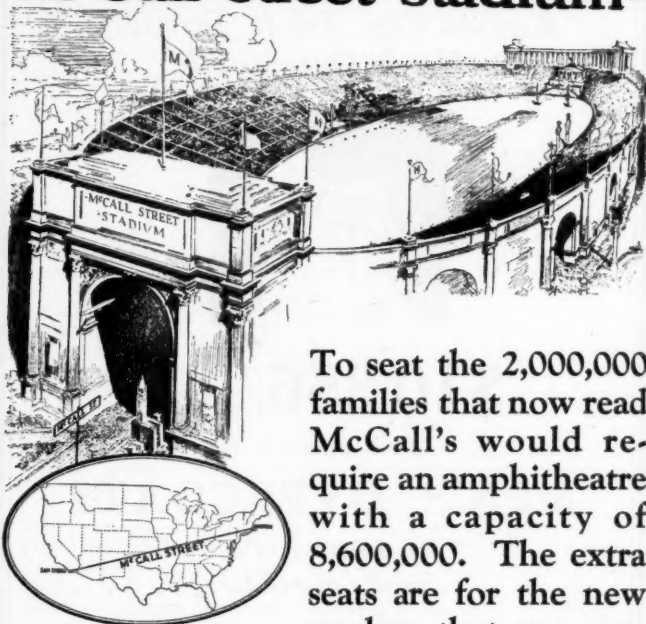
Second lowest milline rate, morning or evening, in U. S., on a 2500-line space contract.

Lowest Sunday milline rate in immediate Kansas City territory on a 2500-line space contract.

**VERREE & CONKLIN**

*New York, Chicago, Detroit, San Francisco*

# McCall Street Stadium-



If the 2,000,000 families in which McCall's Magazine is read all lived on a single street—a home every 25 feet—the houses would line both sides of a roadway from Boston to San Diego.  
© 1924, The McCall Co.

**T**HE Yale Bowl seats 80,000; Grant Park Municipal Stadium, in Chicago, holds 100,000.

It would take 100 Yale Bowls to hold the people that live on McCall Street. The 100,000 people who would tax the capacity of the Grant Park Stadium would be but a handful in the vast stadium McCall Street would have to build to accommodate its 2,000,000 families.

This visioned McCall Street

To seat the 2,000,000 families that now read McCall's would require an amphitheatre with a capacity of 8,600,000. The extra seats are for the new readers that are continually flocking to McCall Street.

Stadium would be two miles long and a mile and one-half wide. It would have a capacity of 10,000,000—to take care of the 2,000,000 families that now read McCall's, and to seat the new people continually flocking in, eager to enjoy the wonderful "game" of reading McCall's Magazine—a game that lasts the whole year round.

The great "team" of all-star writers that will appear in the McCall Street Stadium during 1925 includes—

# McCALL'S

## seating capacity, 10,000,000

HAROLD BELL WRIGHT, "The Son of His Father," a complete novel.  
 GENE STRATTON-PORTER, "The Keeper of the Bees," a complete novel.  
 FANNIE HURST, "Appassionata," a complete novel.  
 RAFAEL SABATINI, "Bellarion," a complete novel.  
 ROBERT W. CHAMBERS, "The Forty Thieves," a complete novel.  
 ETHEL M. DELL, "The Master Key," a complete novel.  
 MARGARET PEDLER, "Red Ashes," a complete novel.  
 MAY EDGINTON, "The Dream That Happened," a complete novel.  
 BEATRICE GRIMSHAW, "The Paradise Poachers," a complete novel.  
 HAROLD MacGRATH, "The Great Game," a complete novel.

### *Authorities who conduct McCall's Service Departments are:*

Sarah Field Splint, Editor, McCall's Department of Food and Household Management; formerly Chief of Home Conservation, U. S. Food Administration.

Dr. E. V. McCollum and Nina Simmonds, School Hygiene and Public Health, Johns Hopkins University.

Dr. Charles Gilmore Kerley.

May B. Van Arsdale, Professor of Household Arts, Teachers' College, Columbia University.

Lillian M. Gunn, Department of Foods and Cookery, Teachers College, Columbia University.

Mildred Weightley-Wood, formerly head of the Department of Home Economics, University of Michigan; and Lucy A. Studley, Assistant Professor, Home Management Section, University of Minnesota.

Ernest Flagg, architect, designer of the Singer Tower, and of the

beautiful small houses built on his estate at Dongan Hills, Staten Island.

Marcia Mead, McCall's consulting architect.

Emily Post (Mrs. Price Post).

Virginia Kirkus, expert in the beauty processes of the smart beauty salons of Fifth Avenue.

Ruby Ross Goodnow, one of the most famous decorators of the day.

Mrs. Francis King, Honorary President of the Woman's National Farm and Garden Association.

Mary Harding, collaborating with Mrs. Jacob A. Riis, Head of the Woman's Department of Bonbright and Company, and with other women of prominence in the conservative investment security houses of America.

### *Short Stories By*

Rudyard Kipling

Rupert Hughes

Willa Cather

Marie Corelli

Coningsby Dawson

Vingie E. Roe

Louis Joseph Vance

Honore Willsie Morrow

Arthur Somers Roche

Fanny Heaslip Lea

Struthers Burt

Nalbro Bartley

Mary Austin

Donn Byrne

F. Scott Fitzgerald

Joseph Hergesheimer

### *Special Articles By*

W. L. George—The

History of Woman.

Bishop Wm. T. Man-

ning—The Greatest

Book in the World.

Henry Fairfield Osborn

—Can We Save

America?

Mary Pickford—Today

and Yesterday.

It is because of this editorial policy that McCall's Magazine has built up an unprecedented degree of reader interest. McCall's literally melts from the newsstands each month; it has created a nation-wide demand circulation which makes it one of the most powerful and responsive advertising mediums in the country.

THE McCALL COMPANY, 236-250 West 37th Street, New York City  
 Chicago San Francisco Boston Atlanta Toronto

December Issue—2,237,000 Copies

# MAGAZINE

them solve definite problems.

Every company which maintains a research laboratory should make every effort to co-ordinate this work with that of its salesmen and its sales promotion department by keeping salesmen continually informed of laboratory experiments. Bulletins should be issued by the research department and sent to salesmen to help make each salesman a traveling representative of the research laboratories. The salesman then knows that he has back of him a group of men who can help him help his customers. Knowing how the laboratory solves the customer's problem, he gradually is able to solve many of them on the spot without asking for help from the laboratory.

In the laboratory at the home office the chemist studies radiation problems which show the absorption and radiation of heat. He may use extremely technical terms. But, when he finally tells the sales force that the result of his study indicates that a particular type of glass will not crack or glaze when it is put into an oven, the sales force has a new talking point and the advertising department a new piece of copy.

This translation of the work of the laboratory is becoming one of the finest sources of new copy ideas. The general public is not interested so much in the steps leading up to the discovery or improvement, but the public is interested in knowing how the work of the laboratory will help them. The big customer is interested in knowing just how the laboratory experiments will help him solve a problem or increase his sales.

Dr. Philip Hawk's study of yeast made during the war, when new food products were continually being investigated, was interesting laboratory work. The Fleischmann Yeast Company, by translating his findings into what they would do for the user, made his work popular.

Translation of the results of industrial research is essential if facts discovered in the laboratories are to become real resale ideas

for the big customer and for the general public.

I remember how the Sun-Maid Raisin Growers a few months ago, in an advertisement called "The Simple Matter of Carbohydrates," did a rather unusual translation job for the public's benefit. It used semi-technical words like carbohydrates, protein and other food terms. The copy pointed out that the buyer must discriminate because the various food elements must be in the right proportion if the product is good. "If," the advertisement said, "the buyer had to deal with carbohydrates and buy raisins on his own knowledge of their quality, his life would be unpleasantly tangled with chemical formulas. No buyer need be an expert to buy Sun-Maid Raisins safely. We have the expert work done for him. Only good raisins can pass our severe tests, grades, and inspections—and become Sun-Maids."

Here the company shows the buyer that it has made technical tests for his protection. It tells the customer not the details of all these tests, but what they mean to him. When a company making a product for farmers after much experimentation discovered how to produce life-giving bacteria which helped the soil by gathering nitrates from the air, it didn't go into technical details when its results were ready. It pointed out instead that five acres of soil could be supplied with the necessary nitrates for \$8 or only \$1.60 an acre. It told the results of its work in simple terms. Selling points for the big industrial buyers and new copy ideas for both them and the general public are lying in the laboratory files of big manufacturing plants.

#### ANOTHER GOLD MINE

Industrial research is one of the biggest forces for progress in American industry. The chemists and college professors who are discovering new facts are furnishing a real mine of golden selling nuggets.

It should be the task of the  
(Continued on page 96)

# Please Answer

1—Is your main seller falling behind, or gaining?

2—Is this due to more, or less competition, or due to your own more, or less, aggressive promotion?

3—How have you changed, or are you planning to change your program to meet the new situation?

4—Could we be of service in analyzing old conditions and factors, and in shaping your new proposition?

5—Are you contemplating the marketing of a new product, or the advertising in new ways of an old product?

6—Perhaps you would like to call us in to discuss ways and means?

7—Is your trade approach responsive, or does it hang fire?

8—Have you recently had a specific, unprejudiced, impersonal, outside report on your own relative standing and progress in your class competition?

*M. P. Gould Company*

Charter Member, American Association of

**Advertising Agencies**

454 Fourth Ave., New York

---

# STABILITY

in

## Advertising and Circulation

Pictorial Review again shows a substantial Advertising gain for the year 1924, as compared with the year 1923.

From 1914 to 1924, inclusive, Pictorial Review has shown an Advertising gain for *every single year* (with one exception\*).

Such consistent Advertising gains over a long period of years can be accounted for only by the fact that Advertisers and Advertising Agents are showing a continued and ever increasing appreciation of the exceptional Advertising value of Pictorial Review.

For fifteen years, from 1909 to 1923, inclusive, Pictorial Review showed a substantial Circulation increase for *every single year* (with one exception\*).

Since the October, 1922, issue, Pictorial Review has had a Circulation of substantially more than two million copies for *every single issue*.

\*All magazines show an Advertising loss and most magazines a circulation loss for 1921 over the phenomenal business year of 1920.

## PICTORIAL REVIEW

*Largest Circulation of Any  
Women's Magazine Selling at 15 cts.*

---

# 327,000

## Excess Net Paid Circulation

—was given to Advertisers *each month*, during 1923, *above our net paid guarantee.*

In the last ten years, Pictorial Review gave Advertisers an average excess circulation of 131,256 copies *each month.*

For this coming year, Pictorial Review guarantees Advertisers an average monthly circulation of 2,300,000 copies (of which at least 95% must be net paid).

In Advertising lineage during the past year, Pictorial Review ranks second among all women's magazines in its field.

## PICTORIAL REVIEW

*Largest Circulation of Any  
Women's Magazine Selling at 15 cts.*

sales manager and the advertising manager to see that these facts, the results of hard work and exact analysis, are translated into sales-building solutions of customers problems and interesting advertisements which add to their interest that most valuable asset for inspiring the buyer's confidence—facts based on exact knowledge.

### Advertising Business Formed at Los Angeles

An advertising business has been formed at Los Angeles, Calif., under the name of the Commerce Advertising Bureau. Barton Manbert, president of the company, for the last nine years has been associated with Young & McCallister, Inc., Los Angeles, printers, as art and copy director. E. Fred Franklin, vice-president, was formerly advertising manager of the Palmer Institute of Authorship of that city, and for the last year has been manager of the service department of the Smith-Barnes Corporation, printers, also of Los Angeles.

H. E. Faulkner is account executive and Vernon Caldwell, art director.

### New Accounts for Behr Agency

The Belfast Mills and the Crown Overall Manufacturing Company, both of Cincinnati, have placed their advertising accounts with the Julian J. Behr Advertising Agency, also of that city. Business papers and direct mail will be used by the Belfast Mills. Farm papers, direct mail, and dealer helps will be used by the Crown Overall company.

### Becomes Vice-President of Geo. T. Trundle Company

H. W. Thompson, formerly sales manager for Bardons & Oliver, Cleveland, has been elected a vice-president of the Geo. T. Trundle Engineering Company, also of that city, effective December 1. He will have charge of promotion.

### Parker & Waterman Advance C. E. Palmen

Carl E. Palmen, sales manager of the Parker & Waterman Manufacturing Company, Los Angeles, manufacturer of Angelus tire covers, has been made general manager of that firm.

### Joins Harry C. Michaels Agency

Merrill Rogers, formerly with The Patterson-Andrews Company, Inc., New York, has joined the copy department of the Harry C. Michaels Company, advertising agency, also of that city.

## Movable Type

AGRICULTURAL PUBLISHERS ASSOCIATION

CHICAGO, ILL., NOV. 1, 1924.

Editor of PRINTERS' INK:

This Association very much appreciates your courtesy in connection with our annual meeting.

Unfortunately a little typographical error crept in. Ordinarily this would make no difference, but it just happens that the error makes sense in a way derogatory to the farm press.

On page 113 of your October 23 issue, under "Obligations to Fellow Publishers," section 3 should have read "to instruct our solicitors to represent the claims of our publications without knocking, as only in this way can the greatest reception be secured for all farm publications."

The printer got it "knowing" instead of "knocking" and I would very much dislike to have the impression get out that farm paper publishers are representing the claims of their publications "without knowing."

I realize, of course, that this was an unintentional error such as is liable to occur with any publication, but I am wondering if you could find a few lines of space to set us right.

AGRICULTURAL PUBLISHERS ASSOCIATION

V. F. HAYDEN,

Executive Secretary.

**N**OTHING destroys confidence more than the habit of some salesmen to knock other products or publications in the same field. Nothing builds more confidence in a field than the absence of knocking.

This typographical error which destroyed the meaning of the paragraph adds another to the list which have a habit of creeping in to harass editors. Ever since Johann Gutenberg borrowed money from Andreas Dritzehn to make movable type a reality, type has been moving at times in unaccountable ways to change meanings and worry editors. When the editor of an Oregon paper saw in type that the son and daughter of two of his most influential and dryest fellow townsmen had been described in his paper as "walking up to the altar to receive the benedictine" he is said to have cursed bitterly about Gutenberg and his "movable" type. Every time the "marital" happiness of some local family appears as "martial," or "sacred" becomes "scared" in print, as it did recently in a big metropolitan daily, some editor gets three more gray hairs and some proofreader gets hail (stet).—[Ed. PRINTERS' INK.]



## A Half-Million Dollars for Vigilance Work

**B**ETTER Business Bureaus in twenty cities will spend close to a half-million dollars during the year 1924-1925 in combatting the schemes of blue-sky promoters and furthering Truth-in-Advertising. The amount of money which will be saved to the investing public for the development of legitimate business enterprises cannot be calculated, but it will be many times the amount of money which the Bureaus will spend to protect the public from throwing away its money on the highly colored ventures of wild-cat business pirates.

There are now thirty-nine Bureaus organized in as many cities in the United States. These operate in co-operation with the National Vigilance Committee of the Associated Advertising Clubs of the World. A list of estimated budgets by twenty of these Bureaus has been announced by William P. Green, acting director of the Vigilance Committee. The list does not include the appropriations which will be made by nineteen Bureaus. When the budgets of these Bureaus are added to those already made, the total will be well over a half-million dollars.

A list of the budgets which have been prepared to finance the Bureaus in exposing fraudulent stock promotion schemes and misleading advertising follows:

Akron .....	\$11,000
Boston .....	35,000
Buffalo .....	23,000
Cincinnati .....	15,000
Cleveland .....	25,000
Dallas .....	15,000
Detroit .....	35,000
Fort Wayne .....	11,000
Indianapolis .....	20,000
Los Angeles .....	18,000
Kansas City .....	15,000
Louisville .....	10,000
New York .....	125,000
Oakland .....	10,000
Portland, Oreg. ....	12,000
Providence .....	15,000
Richmond .....	10,000
Seattle .....	10,000
St. Louis .....	30,000
Toledo .....	20,000

## Technical Advertisers at Chicago Plan Sales Forecasts

What is considered as the first step toward bringing about a new degree of exactness in industrial advertising and selling, was taken at the November meeting of the Engineering Advertisers Association at Chicago last week.

The plan which was proposed by J. R. Hopkins, advertising manager, Chicago Belting Company, calls for co-operation of the association with the business press, to obtain and study the opinions of heads of representative industries regarding the conditions immediately ahead of each. It is assumed that engineering advertisers will then be able to interpret the sales outlook with respect to their particular companies, and consequently forecast sales with greater accuracy and spend their advertising appropriations more intelligently.

The association voted favorably on the plan and appointed a committee to draft methods of putting it in effect. N. C. Tompkins, advertising manager, Creamery Package Manufacturing Company, Chicago, was elected second vice-president of the association, succeeding Harry Neale Baum, resigned. B. C. Wheeler, advertising manager, Marquette Cement Company, Chicago, succeeded Mr. Tompkins on the board of directors.

Julius Holl, president of the National Industrial Advertisers Association, told of current movements to organize industrial advertisers in Philadelphia, Pittsburgh, Detroit, and in New England. Allan A. Ackley, Advertising Producers Associated, Chicago, and R. O. Eastman, R. O. Eastman, Inc., Cleveland, spoke on market analysis in the industrial advertising field.

## New Publication in Shoe Field

*The Shoe Buyer* will commence publication at Boston on December 1 and will be directed to the buyer of shoes. Eugene A. Richardson is publisher. He was for several years with the *Shoe and Leather Reporter*, Boston, and more recently has been advertising manager of *The Shoe Wholesaler*, also of that city.

Walter Ross Grannan is editor. Arthur Coles Hoyt is in charge of the merchandising department, and Winslow Rich will direct the art department.

## Bull Durham Account to Kastor

The American Tobacco Company, New York, has appointed the New York office of the H. W. Kastor & Sons Company, Inc., advertising agency, to direct the advertising of Bull Durham tobacco.

## Cordley & Hayes Appointment

The business-paper and direct-mail advertising of Cordley & Hayes, New York, manufacturers of XXth Century coolers and Fibrotta ware, for the year 1924-25 will be again handled by James F. Newcomb & Company, Inc., of that city.

# A Census of Wastes in Distribution

A Vast Survey That Will Uncover Distributive Wastes and  
Locate Sound Remedies

Washington Bureau  
of PRINTERS' INK

PROBABLY the most remarkable report ever compiled on the conditions of distribution was submitted, early in October, to the Board of Directors of the Chamber of Commerce of the United States. It was charged with such tremendous importance that it has led the national Chamber of Commerce to undertake a vast program of investigation designed to uncover wastes in distribution, and to discover the remedies that are necessary to assure future prosperity. This means that the largest and best equipped commercial organization of its kind in the world has determined to inaugurate an investigation intended to result in defining and establishing the principles of the most economical methods of distributing the nation's manufactured products.

A conference will be called early next year. The Board appropriated \$10,000 for preliminary expenses, and there is not much doubt that any amount of money necessary to carry on the work over any period of required time will be forthcoming. A number of trade associations and large individual manufacturers have signified their willingness to share the expense of any investigation of the kind. The Board also pledges the undivided services of the Domestic Distribution Department of the Chamber to the conference throughout the investigation. Hence the conference will have the immediate and active co-operation of an organization of experienced people, including executives, statistical experts, economists and their assistants, all intimately conversant with both the methods and needs of our domestic distribution.

The Domestic Distributors Department was responsible for the report, and the compilation of facts submitted to the Board was made up largely from innumerable

inquiries which could not be answered and from direct information furnished by a great many members of the Chamber. Ever since its organization twelve years ago, the Chamber has received almost a continuous flood of questions regarding the important problems of distribution. Thousands of these questions necessitated careful research which was, in many instances, fruitless. The scope of the material which is the basis of the report is further indicated by the fact that the membership of the Chamber, including individuals, firms, corporations and the underlying memberships of associations, has now reached a total of 770,337.

## A CALL FOR PRICE DATA

The first part of the report describes the present attitude of mind of the public on the subject of distribution. "Periods of high prices," it continues, "bring about an insistent demand that the public shall be shown why the cost of an article, generally speaking, should be doubled, even trebled, between producer and consumer. There are very good reasons why this situation is uppermost in the mind of the average person, since the cost of living today is about 60 per cent above that prevailing in 1913.

"But the complaint does not stop here. Profits not only seem too large but the public suspects that too many people are getting them and it is eagerly trying to arrive at an understanding of *distribution*, comparable at least to the general understanding which the public has of *production*."

How this public attitude is reflected back and affects every factor of distribution is then either explained or suggested by the report. The average retailer, since he furnishes the last service of distribution, is the one who hears

(Continued on page 103)

# BIG DIRECT MAIL ADVERTISERS *know the value of* AUTO OWNER MAILING LISTS


They have learned by actual experience that Donnelley Auto Owner lists are dependable, and that auto owners constitute the biggest buying class in America. Our new Catalogue is yours for the asking. It will give you full details as to how our lists are compiled, statistics, prices, etc.



**The Reuben H. Donnelley Corporation**  
NEVADA, IOWA

*Specializing on Automobile  
Owner Lists and Auto-  
motive Statistics*

## NOTE:

*Just tear off and hand to  
your Secretary as a re-  
minder to write* 



Please write the Reuben H. Donnelley Corporation, Nevada, Iowa, for a FREE copy of their latest Catalogue of Automobile, Truck and Motorcycle owners.

# How New Methods Prove that Many A Using Outworn C

THIS agency has perfected a method of testing copy which conclusively proves that many advertisers are going along, month after month, using copy appeals which have outworn much of their effectiveness.

Their businesses may be profitable. High pressure work by a sales force, coupled with a good volume of repeat sales, is often enough to make even the most ineffective advertising look profitable. Yet with the right kind of copy their profits might be doubled and even trebled. This is not supposition—we have actually seen it happen.

As a typical example, a few months ago we received a visit from the president of a large manufacturing concern whose product is sold through drug and department stores.

For a number of years this manufacturer had advertised profitably in newspapers. But during the last few years he was finding it increasingly difficult to get a sizable profit from his business. Sales were showing a continual dropping off.

He showed us the series of advertisements he had been using. From it, we selected several representative ones, and ran them in a group of towns we use for testing purposes. We checked the sales of each individual piece of copy, and found that his total sales—to consumers—as a result of these advertisements, amounted to not quite \$600.

While awaiting the results of this test, we prepared new copy, of the same size, but along our own style and on a slightly different appeal. We ran the copy in the same test towns, over the same period of time. Results were checked as before. And to the manufacturer's complete amazement, the advertisements had sold, to consumers, slightly more than \$1800 worth of merchandise!

Sales actually trebled—for the same advertising cost! The manufacturer could scarcely believe it possible. It must be a "freak," he thought. But no. For the results of subsequent tests proved to his complete satisfaction that with the right copy this new sales level could not only be maintained, but actually increased!

When this copy was run nationally, his total sales increased in the

## Ruthrauff & Ryan

New York: 404 Fourth A

Chicago: 225 North

# Methods of Testing Copy and Advertisers Are on Copy Appeals

same proportion. This was to be expected. For our test centers were painstakingly selected to reproduce nation-wide conditions.

Here was a case where, through copy alone, sales were more than trebled. Yet this client's experience is not unusual. Numbers of others have had much the same experience. What is the conclusion to be drawn? Simply this—that many advertisers are losing large and profitable sales, and paying altogether too much for the sales they do make, simply because their copy lacks the selling power it should have.

It is not enough that your advertising be good-looking. It is not enough that it create dealer or consumer "acceptance." To be most profitable, each advertisement in each campaign must, on its own merits, sell its maximum quota of goods. And this is only possible when copy is written with a full knowledge of what appeals will work, and what appeals won't work, then testing each advertisement to *prove* its selling power.

This agency's experience, since its inception twelve years ago, has been strictly along the lines of testing individual advertisements.

We were brought up in a school where each day copy must meet the acid test—mail-order advertising.

And purely on our ability to write copy that outsold all others, we built up the largest mail-order advertising agency.

But just as we have taken small mail-order operators, and in a short time made them leaders in their fields, so are we today doing the same thing for advertisers selling through dealers. And we are doing it largely through the copy ability within our organization, developed through a vast experience with tested appeals, and through methods of testing which we perfected to enable the publicity advertiser to know what he is doing.

These new methods effectively eliminate risk in advertising. For they enable the client to know—before spending large amounts in national advertising—the selling power of each individual advertisement in each campaign. And by eliminating the weak ads, and running only the proven profitable ones, it is surprising how many advertisers have made decided increases in sales and profits.

If you are interested in this new method in advertising, or in our organization, we will be pleased to send you a copy of our booklet, "Eliminating the Dronad." Just drop a line to either office. Please use your business letterhead. And mention "Printers' Ink."

**Ryan, Inc. ADVERTISING**

Fourth Avenue at 28th Street

5 North Michigan Avenue

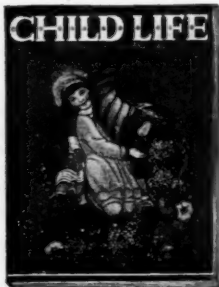


# CHILD LIFE

A worth while medium  
*proved by results*

**H**OMES that subscribe to "Child Life" consider housekeeping as a science. Their equipment is as carefully chosen as that of a laboratory. All is done that can be done to preserve health and increase the comfort and happiness of the children.

These many thousands of homes constitute a rich quality market for all who manufacture and sell anything which will make homes better and children happier. Today seventy-six national advertisers—twenty-seven book publishers—sixty-nine toy manufacturers are using "Child Life" to advantage.



These advertisers know by experience that a sales message in "Child Life" talks straight to the mother, for she sees it when she has the children gathered around her—when she is reading "Child Life" herself. At this time any appeal that tells of better homes comes to her with the greatest force. And the homes into which "Child Life" goes have the purchasing ability to secure the very best.

Advertise your products to this rich quality market. Write for rates and a copy of "Child Life."

# CHILD LIFE

*The Children's Own Magazine*

RAND McNALLY & COMPANY, *Publishers*  
536 S. Clark Street, Chicago



the public's objections and questions.

Since he is usually quite ignorant of wholesale and manufacturing problems, the average retailer is inclined to consider these predecessors in the chain of distribution with suspicion and with being largely responsible for the cause of the public's attitude. He indulges in the age-long practice of "passing the buck." This attitude, based largely on erroneous conclusions, is responsible for hand-to-mouth buying, returns of unsold goods, demands for merchandise on consignment, increasing cancellations, and a train of practices which instead of remedying the condition, increase the uncertainties and costs of distribution right down the line.

#### THE JOBBER'S VIEWPOINT

The average wholesale distributor is not inclined, apparently, to look farther than the retailer for the trouble. He considers any change in the dealer's buying habits as unjustified, and he begins to work out selling plans, usually combining some revision of his discount scheme, that will encourage or compel the retailer to order his goods in quantities sufficiently large to pay a profit. He may concentrate his advertising and selling policy to bear directly on the objectionable feature of the retailer's methods, and against the conditions which he cannot reach he protests vigorously. In other words, he attempts to remedy the surface results only, and overlooks the basic causes.

Another important phase of the public's attitude—its effect upon legislation—is mentioned by the report. Pointing out that the public's interest and concern is reflected in many ways, the report briefly discusses the numerous investigations of business conducted in Washington and the various kinds of legislation, both national and State, which are considered by the average business man as unwarranted governmental interference with business.

But the distributors sometimes lose sight of the fact that much

of the legislation and many of the activities of the Government's regulatory agencies are brought about by the public's demand for relief. The legislators believe it essential that they supply this demand, and, knowing little or nothing of the basic causes of the condition, they are inclined to frame and pass laws based on assumptions that are either entirely false or distorted exaggerations of the truth.

The regulatory agencies are frequently spurred by the same motive force. For example, practically every case which is tried before the Federal Trade Commission is first brought to the attention of that body by individuals or organizations with the claim that they are acting in the public interest. During the last four or five years the Commission has lost slightly more than half of those of its cases which have been appealed to the higher courts. From this record it is evident that public demand, rather than good legal judgment, has been the basis of many of its formal complaints with resultant litigation.

Obviously, the first necessity is a better understanding, on the part of all concerned, as to the facts of distribution. But what are the facts of distribution?

Any intelligent investigation of distribution of national scope would necessarily require a determination of the total expenditures of the nation for merchandise sold at retail. But neither this invaluable total, nor any of its parts, is available. The report states that the estimates of the national expenditure for merchandise sold at retail during the year 1922 vary from a minimum of about \$24,000,000,000 to a maximum of approximately \$40,000,000,000. This wide variation plainly indicates that the estimates are largely guesswork.

The report continues:

"Bankers, insurance companies and manufacturers are provided with the means of studying their common problems of cost and methods. Among all of the large



groups of business men, distributors as a single body, when faced with problems common to all of them, are found least able to defend themselves from unjust charges, or to escape from many of the conditions which form an obstruction to the most efficient merchandising practice." But similar action has not been undertaken with distribution."

In discussing the necessity of knowing considerably more about prices and quantities of commodities, the report quotes from the address of Secretary Hoover delivered at the Chamber's 1921 annual meeting, when, in speaking of the rubber industry, he said:

"If there had been an accurate statement . . . of the stocks of major manufactured and raw material on hand there would have been saved tremendous losses, not only in over-accumulation of goods, but also in over-expansion of equipment." According to the same authority and others, the report also shows that in the coal and many other industries similar great losses could have been prevented, both for the public and the industries concerned, if accurate statements of prices and stocks had been available.

#### BETTER SYSTEM OF CREDIT EXTENSION

After stressing the importance of the conference on this point, and outlining the procedure necessary to collect the data for the purpose of preventing the losses referred to, the report takes up the subject of wasteful practices in distribution. It briefly explains that there are no data to substantiate even many of the charges of obvious waste and preventable losses. It then discusses the necessity of determining whether wasteful practices cause a large proportion of the failures in business not attributable to dishonesty; also the extent to which injudicious buying, cancellations, the employment of too many salesmen, the extension of sales effort beyond reasonably economic limits and other practices increase the costs of distribution.

"In order to reduce these ef-

fects," it states, "a study first is necessary to arrive at some knowledge of their proportions, of which scarcely anything is now known." It is then assumed that it will be possible to undertake successful measures for establishing a sounder basis for the granting of credit and the collection of accounts, for educating distributors as to the expense of wasteful practices, and for demonstrating the unwisdom of too large stocks with too large varieties of similar articles of merchandise. As to practical results, the report considers it possible that material savings may be accomplished by reducing the amount and number of failures throughout all industry, by reducing the costs of doing business and the ultimate prices to the consumer, and by placing the distributor in a better relation to his customers.

On the subject of trade relations, the report explains that while constructive measures have been undertaken in a number of trades to bring the members into a clearer and more harmonious relationship, very little has been accomplished in creating machinery for the purpose of bringing together representatives of any entire trade in all of its branches in order to settle costly trade disputes.

"A recent survey," the report continues, "by the Trade Relations Committee of the National Retail Dry Goods Association of existing relationships between manufacturers, wholesalers and retailers, brought to light conditions of irritation and dissatisfaction affecting all sides of the market, which indicate the seriousness of the problem and the need for the creation of a disinterested agency or clearing house for the elimination of abuses."


However, according to the report, it will be impossible to solve many of the most important problems of distribution without a complete census of distribution. A census is necessary for any estimate or knowledge of market possibilities, for the establishment

(Continued on page 109)



## ONE PAT ON THE BACK IS WORTH TEN ON THE CHEST

---

 MINDFUL of the patent cigar lighter that never lights, we have no "sure-fire", miss-fire formula for composition. We befriend no single type, or layout, or decorative theme. Usually, the most Quixotic and tommyrotic boast in business is versatility. It lies like a tombstone, a taximeter or an excusatory husband after being "out with the boys". We recoil from claiming versatility, but—recently we set five series of advertisements for one advertising agency. Next day the Big Boss *in propria persona* called up and said, "They're only alike in one respect—they're all fine". When the man who pays the bill, and he pays it promptly, pays the compliment, it means something in our young life, adding a year or so to it. If you are looking for versatility in advertising typography you are looking at it.

---

FREDERIC NELSON PHILLIPS, INC.  
*Typographers Who Prove It With Proofs*  
314 EAST TWENTY-THIRD STREET, NEW YORK

# TWO MEN TO SEE



I'm a go-getter, and I deliver the  
goods **CHEAP!** My name is **COMMON**  
**TYPEWORK** and I cost next to  
**NOTHING**

Dont spend Money on **FRILLS.** If you got  
something to say say **IT** like this

**BANG!**

If you want good copy garbled at no first  
cost to yourself, BUY MY GOODS.

I ain't had no education, but I can **Holler**  
as loud as the next fellow. Just call on

**UGLY typework**

**Shrdlu & Co.**

any time you want your business  
message delivered safely to Mr.  
Consumer's Waste **BASKET.**

# YOU ON BUSINESS!



**T**YPOGRAPHY, Mr. Advertiser, is the obvious outer dress of all your publicity. It is a good half the personality of any given advertisement. You know that a sensible, experienced arrangement of fine type must be the basis of every printed paragraph for which you or your firm is responsible. I represent a group of New York typographers, any one of whom can serve you in this way, and serve you unusually well.

NEW YORK GROUP OF  
**ADVERTISING TYPOGRAPHERS**  
 OF AMERICA

461 Eighth Ave.

New York City



LIST OF

MEMBERS

Ad Service Company  
 Advertising Agencies' Service Company  
 The Advertype Company, Inc.  
 E. M. Diamant Typographic Service  
 Frost Brothers  
 David Gildea & Co., Inc.

Montague Lee Co.  
 Frederic Nelson Phillips, Inc.  
 Supreme Ad Service  
 Tri-Arts Press, Inc.  
 Typographic Service Co. of N.Y., Inc.  
 The Woodrow Press, Inc.

# AN OLD STORY—

A total of 700,000 subscribers at an advertising rate of \$2.60 an agate line is such a good **buy** and those 700,000 subscribers are such good **buyers** that advertisers are giving The Household Journal even more than their regular share of mail-order lineage.

"Applause cards" in the form of advertising orders have been so regular that The Household Journal's monthly increase in advertising lineage has become an old story.

However, old stories will always bear retelling if they are good, so we want to tell about our new December record. The December issue, which is just being mailed, carries an increase in advertising lineage over last December and over every other December issue in the past 35 years of The Household Journal's history.

"Such popularity must be deserved"

(\* \* \* business of apologising to Mr. Chesterfield)

The Household Journal is a thirty-year-old publication circulating in the villages and rural districts of Illinois, Indiana, Ohio, Michigan, Wisconsin, Minnesota, Iowa, Missouri, Kansas and Nebraska.

**700,000**  
**MAIL SUBSCRIBERS**

**\$2.60 an agate line**

**\$1450.00 a page**  
(680 Lines)

## *The* **HOUSEHOLD JOURNAL**

**IRA E. SEYMOUR, Adv. Mgr.**

**Batavia, Illinois**

**Chicago Office**  
**Rhodes & Leisenring, Managers**  
2003 Harris Trust Bldg.  
Central 0937

**New York Office**  
**A. H. Greener, Manager**  
116 W. 39th St.  
Room 634

of accurate sales quotas, and as a guide to the intelligent opening of new business houses. But no matter how important it may be, there is no authoritative source of this information, and the report adds that there are not even definitions established to distinguish between several different kinds of stores.

"Charges are frequent that there are, for example, too many grocery stores; but they cannot be answered because even the approximate number of groceries is not known. Producers of merchandise often cannot apportion their sales because the number of outlets is not known. No success so far has attended attempts to collect this information, although its value is recognized generally, and it will be equally as useful to distribution as is that compilation of figures, the Census of Manufactures."

Of course, the purpose of the report was to show the great lack of facts and information necessary to an understanding of domestic distribution, and perhaps the most convincing illustration accompanying the report is presented by a chart showing the rise and fall of wholesale prices following the Napoleonic, Civil and World Wars. There is little doubt that the peaks and valleys due to business fluctuations contribute most heavily to so-called distribution wastes. And, despite the marvelous development of processes and methods of production during the last 120 years, the chart strongly indicates that the mysteries and unknown facts of distribution have increased even beyond the rate of our production growth.

Directly following the Napoleonic Wars wholesale prices rose to nearly 250, in comparison with the prices of 1913 established as an index of 100. The Civil War peak was not quite so high. After the beginning of the World War, wholesale prices rose rapidly and reached their peak of nearly 250 in 1920; this peak was higher than that of the Civil War and slightly lower than the Napoleonic

peak; but the decline was more rapid.

The report quotes at length from the statements of such authorities on economics as Secretary Hoover, Sydney Anderson and W. A. Durgin to prove that, even during the emergencies of the World War period, the rise and fall of wholesale prices could have been vastly more orderly and economical. It shows that liquidation would have occurred without such a tremendous waste of sacrificed merchandise and commercial failure, if we had known what we should know about stocks and prices, and if the actual values of distribution processes and the simplification of lines had been previously determined.

#### IGNORANCE OF TURNOVER

Regarding even the apparently simple subject of stock turnover, the report conclusively shows that we know considerably less than we should in order to distribute merchandise at a minimum of cost.

Throughout the report the necessity of educating the public as to the facts is frequently emphasized. The following is an example: "In discussing wholesaling it is necessary to distinguish between the individual and the function he performs. A great deal of misunderstanding in the public mind arises from ignoring this distinction because, even if a product is marketed direct by a manufacturer, the wholesaling function exists quite as definitely as if the commodity were marketed through a wholesaler, and there are inevitable expenses which the manufacturer must assume when he himself performs the wholesaling function."

"This is one of the misunderstandings which inspires so many charges of complications and costs against distribution and distributors. It is a perfectly natural misunderstanding when people are not informed of the absolutely necessary expenses attending distribution even in its simplest forms and by the most direct methods."

In the field of trade relations,

also, the report sets forth convincing facts to show that a lack of understanding and the absence of intelligent co-operation between the public, the retailer, wholesaler and manufacturer have a substantial part in the costs of distribution. But in approaching any solution to this problem basic figures are necessary, and it is found that although certain figures of production and consumption are collected by several departments of the Government, they cannot be combined for purposes of comparison because, in many instances, the same kinds of merchandise are not used. Furthermore, while wholesale prices are not difficult to obtain, records of retail prices, which are indispensable to an adequate inquiry, are not kept by the stores and it is impossible to procure them for any but a few commodities and for only the most recent years.

In conclusion, the report sums up the known contributing causes of failures, and illustrates, by means of a series of charts, how inevitably the failures increase as wholesale prices decline. Covering the period of the last eight years, the charts of general stores, clothing, hardware, grocery, furniture and drug stores are astonishingly similar, and each bears an unmistakable and close relationship to the chart representing all of the failures in the country during the last ten years, as compared with the trend of wholesale prices.

The report comments on the fact that failures, although arising from a multiplicity of causes, are a serious source of waste, since the losses due to them must eventually be included in the prices received for merchandise. And since they occur most frequently while prices are falling they add to the difficulties and costs of readjustment which distribution must undergo at such times. It is estimated that the direct losses due to failures in 1922 amounted to \$400,000,000.

Beyond every question, the report establishes the great need of the conference and the investigation of domestic distribution it

was the means of bringing about. It is most opportune, coming at a time when American industries must strengthen their position to meet the competition of Europe in both their home and foreign markets.

The Chamber's important contribution to the movement for lower distribution costs, as it progresses, will undoubtedly increase the responsibility and affect every phase of advertising. Much of the information, as it accumulates, must be furnished to the public if it is to be effective. Unquestionably, advertising is the proper medium for this purpose. Furthermore, advertisers of all manner of products, will find it to their advantage to advertise the relationship of their goods and selling methods to the new order of distribution which the public must assist in developing to its own advantage.

### Milwaukee Has New Printing and Advertising Service

A new printing and direct-mail advertising business has been started at Milwaukee under the name of the Craftsman's Service. W. D. Penny-packer is production counsellor. He has been engaged in direct-mail advertising work for a number of years in Cincinnati and Chicago. Mr. Penny-packer was formerly with the Duplex Envelope Company, Richmond, Va. More recently he has been with the Cramer-Krasselt Company, advertising agency, Milwaukee.

### Returns to Barrett Bindery

Archibald L. Macnair, formerly with The Barrett Bindery Company, Chicago, manufacturer of binders and stationery specialties, has returned to that organization as sales promotion manager. He was recently with The Joseph K. Arnold Company, direct advertising, Chicago.

### J. M. Nixon with Smith, Sturgis & Moore

J. M. Nixon, until recently vice-president of the W. S. Hill Company of New York, has become an account executive with Smith, Sturgis & Moore, Inc., advertising agency, New York.

### James Wallen Moves to New York

James Wallen, advertising counsellor, has moved his offices from East Aurora, N. Y., to New York, where he is now permanently located.

# Reaching the Retailer Who Does Not Believe in Advertising

How Advertisers Are Finding It Profitable to Explain the "Whys" of Advertising to the Lukewarm Dealer

By C. B. Larrabee

**A** GREAT many retailers today still do not believe thoroughly in advertising. Wherever you come across such a retailer, you will find a group of manufacturers with the "general staff" type of mind.

The man who first likened the retailer to an infantryman at the front probably figured that he had said something. As a matter of fact he had. But it is doubtful if he knew how well he had built when he fashioned the simile.

In innumerable cases the retailer is treated by the manufacturer with the same breezy confidence extended to the doughboy by the general staff. The numb and cold doughboy, in the mud of a slimy trench, doesn't know why he is going over the top, how far he is going to advance, what are the objectives of the attack, or what he is going to do with the objectives after he gets them. After a few months of service he doesn't care much. The exigencies of war don't allow the general to consult the soldier in matters of tactics.

There is nothing about the exigencies of peace that makes necessary the same attitude on the part of the manufacturer toward his dealer. Yet, in so many instances, the manufacturer who believes in advertising because he has seen it perform its task assumes that the average dealer who handles his products has the same enthusiasm. This assumption is frequently unwarranted.

As was said before, a great many retailers today do not believe in advertising. The reason for this attitude is that they have never been told why they should believe in it. Showing a retailer the plans for a fall campaign which will reach a circulation of 9,000,000 isn't selling him on ad-

vertising. Such a procedure is all right after he has been sold, but the manufacturer should be very sure in his own mind that the dealer is sold.

Recently I had an opportunity to look over a number of portfolios with this idea in mind. It seemed to me then—and it seems to me now—that advertisers are taking too much for granted.

They don't realize that some retailers, reading that a manufacturer is going to spend a million in advertising, mentally figure that the million comes out of the consumers' pocket and is added to the cost of the goods. They don't realize that such a retailer does not see sales in terms of markets, but in terms of Tim and Bill and George, the men who come into his store and put down their hard-earned nickels and dimes on his counter. They don't realize that this retailer has never gone out of his way to prove for himself the power of national advertising and in his heart often thinks that power highly over-rated. Finally, they don't realize that when they talk to this retailer of the value of tying up his advertising locally with the national campaign of the manufacturer he thinks of it in terms of cost to him rather than in profit.

## A HARDWARE DEALER'S SLANT

Typical is the case of a hardware retailer to whom I recently talked. His store is in a small Connecticut town just far enough away from New York to be beyond the influence of suburban peculiarities. He does not believe in national advertising. He advertises in his local paper, but only because the editor is a personal friend of his. Naturally, since he has this attitude, his advertising is not written to sell hardware and



probably hasn't brought him a thousand dollars' worth of business since he started.

Yet the stock in his store is largely made up of nationally advertised products. He is an avid user of window displays, but he never intentionally ties up a display with a national campaign. He carries some lines that sell for a little more than other lines which are just as good.

"They just sell better," is his explanation. The coincidence of their being nationally advertised doesn't weigh with him at all. He refuses to admit that it is anything more than pure coincidence. In other words, he is, from the average national advertisers' viewpoint, blind, stupid and dumb. Yet his net income runs up into five figures annually.

A little investigation showed that his attitude was arrived at some years ago and that the instigator was a salesman for a line of tools that has always been his best seller. The company making these tools had never been a large advertiser. Then, one day it launched a heavy campaign. The salesmen were flooded with portfolios depicting the magic influence of advertising on William Wrigley, George Eastman, Heinz, Candler, *et al.*

These portfolios went further to show that the company was going to use so much space in so many publications reaching so many millions of people, and closed with a number of suggestions for the dealer to tie up his advertising with this great national campaign. The salesmen went out to their customers equipped with valises full of magic wands. They forgot to talk business. They just talked advertising. This might have been all very well if they had spent some of their time talking of the whys and hows and not entirely about certain intangible results which would come inevitably.

Being a shrewd one, this Connecticut retailer listened and waited. He found at the end of the year that his business on the newly advertised line of tools had picked up appreciably, but not

enough to justify the prediction made by the advertising Merlins. No one whom he could remember had ever come into his store with an advertisement in his hand. Also he was still able to make a good volume on competing lines. In the end he set down all this talk about advertising as pure bunk and told salesmen in the future to forget advertising and get down to business.

The tool manufacturer's advertising was a success. But it was not the success that it might have been if the salesmen had gone to their retailers and done a little talking on the value of advertising as applied specifically to the retailers' problem.

With these facts in mind I have chosen two or three excellent examples of how a manufacturer can get his dealers to believe in advertising. Some of these examples may seem to certain manufacturers almost too simple. If they do seem that way to any manufacturer, he should at once call himself to account. He is suffering from "general staff" mind.

Curtis Companies, Inc., manufacturers of lumber products, perhaps go farther back to fundamentals than any other manufacturer whose portfolio I have seen. Yet if every advertiser would go to the same trouble the number of retailers in this country today who are lukewarm toward advertising would be greatly reduced.

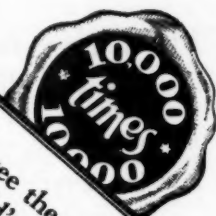
Curtis starts its portfolio with two pages on the pertinent question, "Why Advertise?" Here is the way the argument is put up to the dealer:

Why Advertise? How often we hear that question. Well, let's see! Why advertise Curtis Woodwork? Were 100 men to start out today to call on people and tell them about Curtis Woodwork, giving ten minutes to each person they called on and every man working ten hours a day, seven days a week, it would take them exactly one year to call on the same number of people that are reached by advertising in the —. And it would take these same men 311 days to visit the homes into which the — goes, and 313 days to talk to the readers of the —. That's why printers' ink is used instead of shoe leather. Advertising reaches the masses. It reaches them in home environments at a time



# DEALER INFLUENCE?

When will you see the merchant as he is, not only the world's greatest buyer and seller but the key figure in merchandising? Not only the factor whose *selective favor* means the purchase of practically your entire output, now and forever, but the one whose *selling fervor* means its popularity! When will you read the letters of flame on the advertising sky—"Direct influence from his hundred million!" direct returns



## The ECONOMIST GROUP

—exerts the direct influence of buying information and selling inspiration on more than 45,000 subscribers in more than 35,000 leading stores in more than 10,000 cities and towns—stores that do over 75% of the total business done in dry goods and department store lines.

### DRY GOODS ECONOMIST

(National, Weekly, from New York City)

### MERCHANT-ECONOMIST

(Zoned, Fortnightly, from four centers)

NEW YORK

CHICAGO

ST. LOUIS

SAN FRANCISCO

# *In Canada its newspapers for*

## How the newspapers COVER CANADA

"... The consumer reads advertising every day. This statement is borne out by the fact that the number of Canadian families and the total daily circulation of the daily papers are almost identical, tending to show that the reading of the daily newspapers is a fixed and daily family habit. . . ."

*C.D.N.A. Bulletin, Nov. 1, 1924.*

*Ask your agency for facts and figures*

## THE DAILY NEWSPAPERS OF CANADA

*Write these papers—ask your agency*

### *The Maritime Market*

	Population	Newspaper
Halifax .....	75,000	Herald & Mail
Halifax .....	75,000	Chronicle & Echo

### *Quebec Market*

	Population	Newspaper
Quebec .....	117,500	Le Soleil
		(French)
Quebec .....	117,500	Chronicle
Montreal .....	839,000	Gazette
Sherbrooke ...	23,515	La Tribune
		(French)

### *Pacific Market*

	Population	Newspaper
Victoria .....	60,000	Colonist

### *Ontario Market*

	Population	Newspaper
London .....	70,000	Free Press
London .....	70,000	Advertiser
Hamilton .....	114,151	Spectator
Peterboro ...	25,000	Examiner
Kitchener ...	29,600	Record
Kingston ...	25,000	Whig

### *Prairie Market*

	Population	Newspaper
Winnipeg ...	280,000	Free Press
Winnipeg ...	280,000	Tribune
Edmonton ...	70,000	Journal
Calgary .....	75,000	Herald
Regina .....	35,000	Leader & Post
Saskatoon ...	31,364	Phoenix & Star
Moose Jaw...	20,000	Times & Herald

# National or Sectional Coverage

when they are in a receptive mood. It builds good-will for the manufacturer and for the dealer. It lessens sales resistance by acquainting people with the merits of the commodity advertised. It makes sales easier.

Pretty simple, that. Pretty fundamental, too. It strikes right at the dealer with cogent reasons. With this as an introduction, the company continues its argument in effect as follows:

The primary object of our advertising is not philanthropic, but to increase sales for Curtis Woodwork. To increase these sales repeat orders must be obtained. Advertising and good salesmanship might put a stock of woodwork in the dealer's warehouse and give the company a profit, but unless the dealer sold the stock and reordered the profit would be only phantom.

Curtis advertising reaches 7,000,000 monthly. Every advertisement boosts the product and the dealer. That is as far as it can go. It rarely secures an order. The dealer must do that. He can do it by tying himself to the Curtis campaign in local papers.

No magic wand stuff, there. Just a practical statement of facts.

In the next section of its portfolio the company comes to grips with a question that weighs a lot more in the retailer's mind than the average advertiser is willing to admit. That is the question of who pays for advertising. After all isn't it the consumer who finances the advertising campaign? the dealer is apt to reason.

This section of the book is headed, "Advertising Does Not Increase the Cost of Goods." Here is the gist of the company's argument:

Advertising cultivates markets and increases distribution which would take a lifetime of personal selling. Regardless of theories as to who pays for advertising the company can present certain facts to prove that advertising pays for itself.

There are many items in the line which are non-competitive. Examination of public price literature will show little, if any variance in price between Curtis products and those of other manufacturers, quality considered. So, since the average prices on comparable commodities parallel those of competitive manufacturers, little doubt can exist as to who pays for Curtis advertising. It pays for itself by increasing distribution, which makes quantity production possible, and by decreasing overhead.

The huge output of Curtis plants is maintained at a more even level through advertising than would be possible without advertising, which would mean

smaller sales volume at practically the same overhead expense.

The company then shows charts to prove this argument. From there it goes on to show how local advertising will benefit the dealer as it has benefited the company.

There you have a sensible, plausible and wholly fitting introduction to an advertising portfolio. Then follow short talks on what the dealer can do and how the company co-operates with him with slides, electros, booklets, etc. It shows him why advertising pays. No dealer who reads it intelligently will be lukewarm toward the Curtis line or its advertising. The biggest service performed by the company, however, is to give retailers a sound view of the economic value of advertising, something which a surprisingly large number of dealers do not have today.

The Edison Lamp Works of the General Electric Company approaches the problem from a different angle and goes into it more fully, but with approximately the same results. This is done by means of the "Edison Blue Book," which explains the company's advertising plans—after it has laid the foundation by showing the why and wherefore of advertising.

A market analysis is the first step in the demonstration. Twenty-four million families in the United States; 11,000,000 homes wired; 1,000,000 wired homes to be added in 1924; nearly 2,000,000 people reaching the age of twenty-one in 1924; 60 per cent of homes within reach of central stations wired; only 46 per cent of homes throughout the country wired; these are the facts the company starts with. It then divides prospects into three classes; those who live in wired homes, those who do not now but will eventually buy, build or move into wired homes, and incoming generations of boys and girls who will be the lamp buyers of tomorrow. These prospects are further divided into four groups, according to incomes. The company finds that the last group, the one that owns most of the automobiles, buys more than 50 per cent of the lamps used at

home. This is the group on which advertising is to be concentrated in order to eliminate waste.

There the dealer has a fairly comprehensive view of the market. He is now ready to be told about the advertising, so the company explains how its year's appropriation is to be spent and what proportion will be used in various mediums.

It then does something that few advertisers do, yet which is of the utmost importance. It explains each medium, the class it reaches, what advertising each medium is intended to do and how this advertising carries out its end.

For instance, in a section on advertising to women the "Blue Book" shows why it is important to reach women, what influence they have, what kind of mediums reach them and what kind of copy is most efficient in those mediums. The chapters on outdoor advertising, farm papers, business papers, etc., each carry the same careful analyses. Maps show magazine and outdoor circulation by States. From this beginning, the company explains all the advertising helps it has to offer the dealer and why he should make use of such helps.

Now, while this is a book primarily for salesmen, the wise salesman will pass all this information on to the dealer. Especially valuable is a chapter on analyzing the agent's advertising problems. Here the company gets right down to brass tacks and shows what the average dealer faces, how much he can afford to spend, how he should spend this appropriation and what the results should be.

While this book does not go at its task in the same way as the Curtis portfolio it arrives at the same conclusion by giving the dealer a sound, sane view of what Edison advertising is intended to do and why it will accomplish its aim. It not only offers him examples of what it is going to do, but it takes him into the company's confidence and shows him how this advertising is built, why it is efficient and why it will help him in his business. Any dealer

who has been exposed to the "Blue Book" will become a real believer in national advertising because he has been shown simply and effectively that advertising is a real business force—and *why it is*.

While the manufacturers of Pyralin do not make any attempt to go into the matter so thoroughly as Edison and Curtis, some paragraphs from their portfolio are worth quoting because of the soundness of the viewpoint and the angle of approach. "Who buys the toiletware?" begins the Pyralin portfolio:

Six million five hundred thousand men: The heads of families who pay an income tax—the men who can afford to buy Pyralin for their womenfolk, and who use Pyralin themselves. Thirteen million women: Their wives, mothers, daughters, sweethearts—women who love beautiful things. They all love Pyralin!

Picture this vast market! These are the men and women who wear good clothes; who own the automobiles you see crowding every highway; whose sons and daughters are going to high school; who live in the better residential sections of every city and town. These are the people who appreciate the little luxuries that make life more pleasant—and can afford to buy them. Just how many of these people are there in your city? That's your market for toiletware. You'll find the answer in the column headed "Income Tax Returns" in the table beginning on page 16.

The table referred to is headed by a map of the United States with the number of income tax returns and the Pyralin magazine circulation in each State listed on the section of the map devoted to that State. Following is a table in which the principal towns of each State are listed along with the number of families in each town, the total magazine circulation carrying Pyralin advertising and the number of income tax returns in the town. The portfolio continues:

When do they buy? Anytime, any and every month in the year. In early spring it's gifts for Easter; in May and June, presents for graduates and June brides; in the summer time for travelers and vacationists; in autumn for girls leaving for school; and, last and most important, Christmas with its gifts galore.

Why do they buy Pyralin? Because they know Pyralin. They have seen it at the homes of their friends. They are continually seeing advertisements

Fortunately there are many good advertising companies. We are glad to have held our place among them for more than nineteen years.

## McJunkin Advertising Company

*Dominant Idea Advertising*  
*Outdoor • Newspaper • Magazine*  
5 South Wabash Avenue, Chicago

of Pyralin in the leading magazines. For years, Pyralin has been kept constantly before this market. Its beauty has been illustrated, its utility and its increasing vogue have been thoroughly "sold."

Why will they buy more Pyralin? Because sales of well-known quality leaders build up like a snowball rolling down a hill. Because during the coming months, Pyralin advertising will increase the present demand. Ten leading magazines, illustrated on this page, will carry the Pyralin message this Fall into 8,450,000 homes—1,790,000 more than all the income tax returns filed in the country last year. At least one of these magazines is read in every worth-while home in your community. Get the exact number from the table beginning on page 16.

The interesting thing about the argument just given is its use of the income tax table in connection with circulation figures. This is a device used by other manufacturers and its effectiveness is undoubted. Of course, Pyralin does not go into the fundamentals of advertising, but it does give the dealer a definite picture of the market reached by Pyralin advertising and the kind of people he can expect will respond to this advertising.

The advertiser using such a portfolio, however, can well afford to caution his salesmen to be on the lookout for dealers who are not enthusiastic about national advertising. If the salesmen have the proper arguments at their fingertips they can, equipped with the portfolio, soon get the dealer to see the light.

In a book, "Retailing the Coffield," which is in reality a complete manual of retailing for the Coffield agent, there are several pages on local advertising, which, while they say little about national advertising, show the dealer how advertising helps him for the same reason it helps the national advertiser. Excerpts from these pages on local advertising are worth quoting because of the interesting way they attack the problems of local advertising by the retailer:

Any retailer who tries to merchandise clothes washers without advertising is simply fooling himself.

He pays for the advertising, in effect without it—for his sales volume is low and his sales costs are high. Aggressive and continuous advertising is the backbone of a successful retail business.

Coffield dealers who have been so remarkably successful in appliance selling have been the retailers who have had a definite and consistent program of newspaper advertising, based on a definite way of retail selling. These successful advertising methods include two things: (a) a method of continuous and steady advertising in a regular retailing way; (b) special campaign advertising run at intervals to incite action on the part of people whose minds have been brought to a favorable condition for such action by the regular advertising preceding such a campaign.

People who buy clothes washers have two decisions to make: What clothes washers to buy, and where they are going to buy it. Any retailer who advertises continuously in the right way settles both these questions because continuous advertising establishes public confidence both in the product to buy and the place to buy it.

Local advertising is solely for the purpose of reducing the total cost per unit sold. The question involved is not whether \$5 or \$10 per washer is to be spent for advertising but whether \$10 per washer for advertising makes selling costs less than \$5 per washer for advertising would. Also whether advertising increases sales and thereby reduces overhead expense per washer more than the advertising costs.

In the retail advertising of washing machines, a sum of \$10 is usually the amount per washer that can be appropriated for continuous advertising, where the advertising is to take the major part in the building up of sales that it should. This general appropriation of \$10 per washer for all forms of local advertising, except special campaigns, will be found to be the right amount needed in relation to newspaper costs in any given size city, in relation to the minimum sales per month necessary for a successful operation in that city.

These general observations on advertising work are based in every case on actual retailing experiences. The writers of these chapters (and many have contributed to this work) have all been in the retailing of clothes washers. They are speaking from book records of results or lack of results from different plans of operation.

This is perhaps one of the most valuable paragraphs in the whole chapter. It brings the question out of theory down to facts.

The company then gives a table which shows a reasonable minimum sales quota of washing machines by an exclusive appliance store devoting its major effort to clothes washers. For instance, in cities of 25,000 to 50,000 it says the monthly minimum sales quota should be twenty, the monthly advertising appropriation \$200, and a four weeks' campaign minimum quota forty. It does the same

# The Neck of the Bottle

## The Man in the Neck of the Bottle—No. 5.



**In merchandising,  
the only real sales  
are those over the  
counter to the con-  
sumer**

**If the retail sales-  
man fails to function  
the whole flow of  
merchandise  
stops**

The retail hardware salesman is the "man in the neck of the bottle." Standing as he does in the narrow opening through which the merchandise must pass, he is in position to impede or to accelerate its flow. He can be either a pump speeding up the movement of goods or a cork holding it back. Those who precede him in the distribution scheme merely place goods for resale. He is the only man in the entire hardware merchandising system whose sole job it is to sell hardware to those who actually use it.

Mr. Hardware Manufacturer, are you making the most of your opportunities to cultivate these retail salesmen in hardware stores? Are you constantly instructing them in what you know about your merchandise? Are you keeping them favorably disposed toward your products? Are you giving them the specific information that will enable them to sell your goods "like your salesmen"? If so, if you are making partners of the retail hardware dealer and his clerks, you are working for a steady, even distribution and the maximum sale of your products through the hardware trade.

# HARDWARE AGE

239 West 39<sup>th</sup> Street

New York City

MEMBER A.B.C. and A.B.P.

*Hardware Age reaches every link in the hardware merchandising chain.*



On week days the circulation of The New York Herald Tribune in the suburban zone is the largest of any New York morning newspaper.

The New York  
**Herald Tribune**



thing for cities up to 500,000 to 1,000,000 population. With this as a basis it goes on to discuss various types of advertising and how to build such advertisements.

The interesting thing about the Coffield argument is its clear understanding of retail problems and the plausible way in which solutions are presented to the dealer. Here again, however, the company perhaps assumes a little too much concerning the average dealer's attitude toward advertising. Perhaps "average" is the wrong word. There is no doubt that the average retailer does believe in advertising, which makes it all the more necessary that the non-average dealer be made to believe. In this case also it would perhaps be wiser for the company to make sure that its salesmen are equipped with arguments for advertising which they can use to eradicate any doubts that the dealer may still have left in his mind.

One more example will suffice, this time a booklet issued by the Goodyear Tire & Rubber Company, Inc., on its advertising service for shoe repairmen. This booklet explains the various services which the company is prepared to offer to the repairman and under each class of service the company explains at some length what that type of service is supposed to do. Right here, however, a quotation from the foreword can be used to show how Goodyear attacks its problems.

The shoe repairman is a retail merchant. While it takes mechanical ability to do good repairing—ability to sell these services is also necessary to make the business profitable. The outstanding successes in the shoe repair business have been made by men who have shown they are real merchants as well as craftsmen. Every successful merchant realizes that advertising is absolutely necessary to his success. Advertising is not limited to newspapers and street cars but it includes every way of impressing on the public his name and what he has to sell.

Goodyear is of course, assuming that the dealer is a believer in advertising. However, it continues in such a way that it does sell the doubtful dealer on advertising a great deal more than he

has ever been sold before. A few sentences farther on the foreword says:

So Goodyear has made a study of methods of successful shoe repairmen all over the country and the methods of successful merchants in other lines as well. The most valuable of these ideas are incorporated in this book. The proper way to use these suggestions is to plan an extended campaign making use of all the different forms of advertising in the following pages. The repairman should work out a plan that he is to follow for at least six months.

Goodyear, like Coffield, gets back to the testimonial idea. "These ideas are good because they have been used by other merchants," is the gist of their arguments. The foreword is cited here not as an example of how to sell the dealer on advertising, but as an example of how to use the idea that other dealers have been successful in their advertising as a lever to get retailers to advertise.

While the later examples do not carry out the ideas laid down by Curtis, Edison and Pysalin, they do have a value to other advertisers in showing how, after the groundwork has been laid, convincing arguments can be built.

Even today, after advertising has proved again and again its effectiveness, it is not enough to assume that all dealers believe in this great business force. It is well to remember that new dealers are coming into being every day and that each new dealer is a candidate for the kindergarten class in advertising.

The old slogan, "It Pays to Advertise," has grown to be a fetish in the minds of many people. They believe it implicitly, but they do not understand its many implications.

Too many dealers are inclined to set up in their minds a great unspoken "why." These are the dealers that the advertiser must reach. These are the dealers the advertiser must sell. If he is going to get co-operation for his advertising campaign he must show these dealers why, with simple, plausible arguments that they will understand. The advertisers already cited are doing this task and doing it efficiently. They should offer an inspiration to advertisers in other fields.

## A Price Mark Inside the Package

**Serves as a Check against Unscrupulous Dealers, though the Need for Such a Course Is Not So Apparent as Formerly—Several Ways in Which It Can Be Done**

NATIONAL PUBLICITY LIMITED  
MONTREAL, Nov. 6, 1924.  
*Editor of PRINTERS' INK:*

One of our clients is putting a food product on the market in the near future and is desirous of including the price inside, as well as outside, of the package.

Will you kindly forward us a list of articles which have appeared in *PRINTERS' INK* covering a matter of this nature?

Any information you have in your files which may guide us in deciding what to do in the matter will be appreciated.

NATIONAL PUBLICITY LIMITED  
G. WARREN BROWN,  
*Director.*

AS a general rule, most manufacturers prefer not to put the price of the product on the package. The same principles govern their policy in this regard as direct them when they find it wiser not to mention price in their advertising.

However, when a manufacturer decides that it is wise for him to mention price on the package he has two or three alternatives.

If the product is one that is used from the original container, such as cereal, salt, etc., it is sufficient if the price is mentioned on the outside of the carton. It is not only visible in the store, but is seen by the user whenever the package is pulled from the shelf.

Products that are packed in packages within packages, such as perfume, tooth-paste, etc., offer a slightly different problem. Experience shows, however, that most manufacturers are content to place the price only on the outside carton. This protects the price while the product is on the shelf. These manufacturers work on the theory—which is generally the right one—that while the consumer is using the product he is not interested in price, his only concern with how much he paid for an article being at the point

of sale. There is no reason, however, why a manufacturer could not put the price in some inconspicuous place on the inner package.

Some products are packed first in a box or jar, which is wrapped in a folder of directions or an advertisement of some other products in the line, and these in turn are inserted in an outer carton. In very few instances does a manufacturer find it wise to mention price on carton, wrapper and jar. In such cases the general practice is to name the price on the outer carton and the folder. Often, where an advertiser uses the folder to advertise his complete line, prices of the entire line, including the product in the package, are listed.

Price on the package, however, as a rule is not important. It is safe to say that a large majority of packaged products are sold in cartons on which there is no mention of price whatsoever.

The chief reason for putting price on the package is to protect a product from unscrupulous merchants who will charge all that the traffic will bear. Happily such merchants are few today.

The only protection against them is a small insert, slipped inside the container, on which price is mentioned. This will defeat any efforts to make the printed price illegible. With other products this protection can be secured by printing the price on the inner package as well as the outer. Where an insert is used it should carry something besides the price; something such as a recipe or an offer of a recipe booklet.—[*Ed. PRINTERS' INK.*]

C. H. Ferguson Joins  
I. A. Klein

Charles H. Ferguson, with the foreign advertising department of the Chicago *Herald and Examiner* for several years, has joined the Chicago office of I. A. Klein, publishers' representative.

Publisher Account for  
J. R. Hamilton

F. E. Compton & Company, publishers, Chicago, have placed their advertising account with the J. R. Hamilton Advertising Agency, of that city.

# Enter by Front Doors Into 100,000 Homes

*Homes where friends are waiting  
to hear what you have to say*

Advertisers admit that a more responsive group of people than readers of THE CHRISTIAN SCIENCE MONITOR cannot be found.

Whether distribution is "limited" or the product is sold from East to West and from North to South the Monitor offers opportunities to increase sales.

To send a personal communication into all the homes where the Monitor goes would cost, in postage alone, considerably more than to effectively tell the story through the Monitor columns.

And to send a message through the Monitor is to send a personal communication, as the interest of readers is at once gained and they *want* to know more about the article for sale.

## The Christian Science Monitor

An International Daily Newspaper    Member A. B. C.

*Circulation Analysis on Request*

### ADVERTISING OFFICES

Boston, 107 Falmouth St.  
London, 2 Adelphi Terrace  
Cleveland, 1658 Union Trust Bldg.  
Kansas City, 705 Commerce Bldg.  
Los Angeles, 620 Van Nuys Bldg.

New York, 270 Madison Ave.  
Chicago, 1458 McCormick Bldg.  
Detroit, 455 Book Bldg.  
San Francisco, 625 Market St.  
Seattle, 763 Empire Bldg.

# How to Answer the Abuser of Guarantees

Letters That Convince Customers They Are Wrong and Maintain Good-Will at the Same Time

By E. B. Weiss

"WE take the position that the customer is always right," says a Detroit automobile supply house. "Even though we may know positively that the customer is wrong, we make no effort to point out to him that he is in error."

"For example, only recently a customer came in with a red rubber radiator hose that had proved defective and wanted us to exchange it. Now we never have handled red rubber radiator hose, our stock being confined to grey rubber. Nevertheless, we told the customer that we would give him a new hose. What is ninety-six cents when a customer's good-will and confidence are at stake?

"If we had argued with him, and refused to make the exchange, he would have been convinced that we were merely trying to lie out of making good on defective merchandise. To have insisted that he didn't buy the hose here, when he was sure he did, would have meant questioning his veracity. We took the defective hose, threw it in the junk pile and forgot the incident."

It is just this sort of policy which led to the article that appeared in *PRINTER'S INK* recently under the title: "What Are We Going to Do about Guarantee Abuses?" In this article it was pointed out that the guarantee is being abused right and left; by every kind of distributor and by the final consumer. The article asked: "What are we going to do about guarantee abuses?" because very little is being done.

It might not do to say that the above incident is typical. It does happen often enough, though, to classify it as commonplace. More frequently, exchanges or repairs

are made only after at least a weak attempt is made to ascertain just where the trouble lies. Still, the attitude that "the public is always right," always lurks in the background and guarantee abuses are tolerated with more or less resignation.

The automobile supply house just quoted believes that "if we had argued with him, and refused to make the exchange, he would have been convinced that we were merely trying to lie out of making good on defective merchandise." Unfortunately, that is the prevalent belief and it is at the root of most of the evils with which nine out of ten concerns must contend.

## A FIGHTING ATTITUDE NOT NEEDED

Of course the use of the word "argue" is a poor choice. When one attempts to convince a customer that he is demanding too much, it does not necessarily imply a hot argument. A quiet conversation would probably be more effective. Also, these complaints can be thrashed out without giving the customer the impression that the manufacturer is trying to back down.

The South Bend Bait Company is one organization which, at one time, held to the same notion as did this automobile supply company. It was the South Bend custom to give an absolute guarantee on its reels which enabled the user to have them repaired free of charge, no matter what might have happened to them. In other words, the company simply shut its eyes to gross abuses of the guarantee. It took, literally, whatever was handed to it and that included more than one rank outrage.

But now this is changed. E. G.



## If you don't believe colors can talk you should see these signs

**T**HE Peter Schuyler sign has a rich, lemon yellow background, while the illustration and lettering is brought out in white and blue. The Chancellor sign is red, with white letters outlined in black.

That doesn't mean much when one reads it in type, but when you stop to think that every Baltimore Porcelain Enamel sign shines until you can almost see your own reflection in its surface, you begin to realize the possibilities when a real layout man gets on the job.

Baltimore signs will attract every eye on any corner. In addition to their extreme visibility, they never wear out. The elements cannot affect their molten silicate surface.

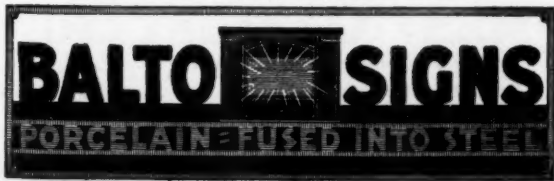
Our Baltimore or New York offices will be glad to quote prices.

### The Baltimore Enamel & Novelty Co.

*Established 1896*

Mt. Winans, Baltimore, Maryland

NEW YORK OFFICE, 200 FIFTH AVENUE



# DOMESTIC ENGINEERING

*A* Business Paper  
for the Plumbing and Heating Industry

Advertisers  
in DOMESTIC  
ENGINEERING  
find that it  
reaches their most  
profitable and  
desirable customers  
—present  
and prospective—  
at the most  
economical cost.

---

---

**DOMESTIC ENGINEERING**  
*The Plumbing and Heating Weekly*  
1900 Prairie Avenue CHICAGO

Member Audit Bureau of Circulations.  
Member Associated Business Papers, Inc.

---

---

Thomas, assistant to the president, informs PRINTERS' INK that "We found that our guarantee was abused miserably. Consequently, we altered the plan to the extent that where it was perfectly evident the trouble was the result of the customer's misuse or neglect a charge would be made."

This, I maintain, is the sensible policy. It places the adjustment or service department in a position where it can be operated in accordance with the dictates of good, ordinary common sense. Both extremes are avoided. The guarantee abuser is not permitted to run wild nor is the customer with a legitimate complaint turned down with a crash.

When a policy of this sort is adopted, there immediately rises the need of devising letters that will carry out the letter of the plan. Here, if anywhere, suave—and intelligent—diplomacy is required. What shall we say to the customer who, intentionally or otherwise, abuses the guarantee?

Form letters can be employed only to a limited extent. However, those letters which have successfully smoothed over difficult situations can be used as models on which individual letters may be built.

The South Bend Bait Company, in common with most other concerns in the sporting goods industry, are particularly beset with guarantee abuses. The sport enthusiast, such as the fisherman, the hunter and the golfer, are exceptionally finicky. Consequently, the efforts of these firms to deal fairly with their customers, and at the same time deal fairly with themselves, is of particular interest to manufacturers in other fields.

#### STICKING UP FOR ONE'S RIGHTS

Recently, the South Bend Bait Company received a letter from a sportsman who had returned a reel for repairs and was angered by the company's charges for the time required to put it in working order. He wrote a rather hot letter claiming that the repairs should have been covered by the

guarantee. Here is the way the company answered him:

We have carefully examined the charge for repairing the South Bend reel of which you complained, in the belief that our guarantee should have covered these repairs. We find that the only trouble with this reel was that some of the accurately machined parts which receive the hardest wear became so worn that they no longer made a smooth running piece of mechanism, and that replacement of these parts would make the reel practically as good as new.

We guarantee these reels without time limitation against defective material, workmanship or design, but we cannot guarantee them against ordinary wear and tear. If we attempted to supply service free of charge on these reels for their life, we would be compelled to charge a much higher price for them, and as a result the man who took care of his reel would be penalized to cover repair charges on reels of those users who were not so careful to oil and keep them free from grit. The purchaser of the highest-priced automobile expects to pay service charges in order to keep the car running smoothly and to replace parts worn out through wear and tear.

We feel sure that if you will think this matter over carefully, you will see the justice of our repair charge. Our reel repair department is run without any profit to us, in order to furnish the large number of South Bend reel users the best possible service.

Be assured that we always do positively stand ready to make good our guarantee in case any of the parts really prove to be of defective material, workmanship or design.

This is one type of adjustment letter. Another type has to do with the customer who feels that the guarantee includes the privilege of making exchanges at any time. For example, a sportsman buys a gun. It operates to his entire satisfaction. But the gun is good only for a particular kind of game. Later on, he goes after different animals or fowl. His old gun will not do.

But why worry? He will write the manufacturing company and ask it to make an equitable exchange. That won't be asking too much. Isn't the guarantee all-inclusive?

This is a difficult letter to answer without losing good-will. The tendency is to become too wordy and to fall over one's self in offering apologies for inability to be of service. Usually, these letters are about as convincing as



a stutterer trying to describe a technical proposition about which he knows next to nothing.

The following letter shows how the J. Stevens Arms Company handles a situation of this type:

We would like very much to accommodate you as requested in your letter of recent date. But unfortunately we have a very strict ruling against the exchanging of firearms at the factory.

You will appreciate that our methods of merchandising will leave us no outlet for used or second-hand firearms, and while we would ordinarily be inclined to help you out, we regret that it is not possible for us to do so.

We are confident, however, that you will fully appreciate our position and we feel that you would not want us to make an exception in your case, in as much as we have been obliged to decline a great many similar requests from some of our other good customers.

This Stevens letter pertains to a matter that is not ordinarily considered when the subject of how to answer the guarantee abuser comes up for consideration. At the same time, it is part and parcel of this problem, since requests for unwarranted exchanges are attributable almost solely to a belief that the manufacturer's guarantee can be abused with impunity.

More frequently, though, the guarantee abuse springs out of some misuse of the product. This misuse, again, generally springs out of ignorance of the product, either from the standpoint of what it is made of, what it should be expected to do, or how it should be taken care of. Finally, this ignorance is to be found not only among consumers, but among retail clerks and the dealers as well.

For instance, not long ago the Associated Knit Underwear Manufacturers of America completed an investigation that proved conclusively that only a very small proportion of the public knows anything about the merchandise it buys. Various types of underwear were shown to a great number of consumers, who were asked to classify the garments according to type, and to designate the fabrics they associated with various descriptive

names. About 30 per cent of the women and 65 per cent of the men had not the slightest idea as to what they ought to tell the retail clerk in order to be sure that they received, say, ribbed underwear, when they wanted it.

When consumers are so ignorant of a product's contents or construction there is bound to be trouble. Perhaps, it may not mean guarantee abuse for the underwear manufacturers to the same extent that it does in other fields. Nevertheless, it cannot be doubted that if some of this ignorance were dispelled there would be fewer unintentional guarantee abuses—and most of the abuses are unintentional.

This indicates, that in writing consumers who ask for the impossible, it is wise to forget all technicalities of construction and explain the product, what it is, how it is made, and how it should be used, in simple language. Point out to the customer that he, and not the product was at fault. Do this with an ordinary amount of respect for the customer's feelings and if he is at all fair-minded he will see the point. If he is not fair-minded, the manufacturer must decide whether he wants to hold business that can be obtained only by sacrifice of principle and self-respect.

As I mentioned previously, there is also ignorance to contend with among retailers and their salespeople. A hardware salesman tells two stories which illustrate the point.

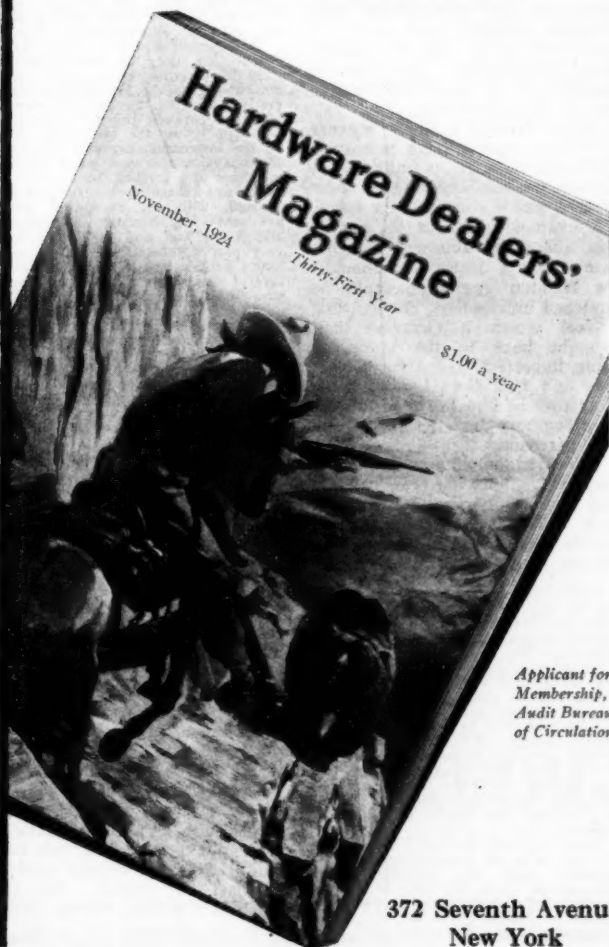
A customer entered a store and asked for a butcher knife. The proprietor showed him two. One retailed for one dollar and the other for 25 cents. The customer asked: "What is the difference between the two?" The store owner replied: "75 cents." Perhaps this dealer was attempting to imitate Ring Lardner. More likely, though, he could see no other difference between the two knives than did the customer.

The other story the hardware salesman related was about a store where, in error, \$6.50 knives had been packed in boxes marked



# 19% ahead of a year ago

That is the gain in net advertising in  
this issue over November, 1923.



*Applicant for  
Membership,  
Audit Bureau  
of Circulations*

**372 Seventh Avenue  
New York**

\$1.75, and \$14.50 knives in eighty-five-cent boxes. Four clerks were selling these knives. They were all supposed to know hardware. Yet they never caught the mistake. It was discovered only when a reorder was placed.

A product sold in ignorance stands every chance of being used in ignorance. And ignorance breeds guarantee abuses just as surely as stagnant water breeds mosquitos. Clear away that ignorance, by advertising and through personal work, and the individual cases will be greatly reduced in number. These can be handled in the same informative way as the advertising.

James Heddon's Sons, makers of fishing tackle, have permitted **PRINTERS' INK** to examine some correspondence with one of their dealers which constitutes a splendid example of how to answer the guarantee abuser. In this case it was a dealer who thought the Heddon guarantee could be stretched indefinitely. He returned a reel which a customer had brought back to the store, as being imperfect, asked for a new one, and told the Heddon company that he had heard a number of derogatory remarks concerning this particular reel.

The Heddon company made a lengthy reply after the factory had done its part. This reply is such a fine example of how to handle the guarantee abuser that we are glad to print it in full.

Under separate cover we are returning to you one only No. 3-35 Reel, serial No. 754, which was sent to us for repairs according to your letter of November 26.

Immediately upon the arrival of this reel we gave it a careful examination.

The reel so plainly speaks for itself that we believe your letter of November 26 was sent by someone not thoroughly familiar with all the facts, and we feel sure that a short review of our findings will be appreciated, and perhaps we can offer some suggestions that will help you to maintain your leadership among the better known tackle dealers.

Until Heddon's developed this No. 3-35 reel, with its accurate assembly of precisely made and properly poised, free-running parts, the user of a level winding reel was compelled to use "arm force" or "brute strength" to attain distance; accuracy was almost unknown.

Now, with the No. 3-35 Reel, the same easy wrist motion, as used in the high-grade open face reels will attain wonderful distance and remarkable accuracy. But if the full arm swing and strength is used, the back-lash is apt to occur, unless the caster is an expert, who can properly control this fast running spool action, by using his thumb as a brake.

Therefore, we believe that your complaint about this reel back-lashing shows that your customer was not sufficiently coached in handling it.

Our click device is not intended to be used as a brake to slow the action of the spool, and should never be engaged when the cast is made. It is to be set for use when trolling, slowly, and is to act as an alarm.

This reel was dry at every bearing point. No piece of mechanism made with the precision and accuracy of this reel will properly function unless correctly lubricated, for there is very little tolerance between the moving parts. If you will follow the instructions offered on the instruction tag and oiling chart accompanying this reel, we doubt if you will have any further trouble.

We are returning the reel, as above advised, with our charge of seventy-five cents for thoroughly cleaning and oiling this reel and putting it in the very best of shape. It is leaving our hands in the best of condition after a careful reassembly and test and we feel sure that a further trial of it, after noting the above suggestions, will show you that it is indeed a superior reel.

You mention other owners of Heddon goods who are disappointed with the service obtained from our reels. This is a highly important matter to us, and we request you to promptly let us have these reels, or their owners' names, in order that we may correct this condition.

With the hope that these suggestions will be received in the spirit in which they are given—which is that of co-operation, we are.

As it turned out, the dealer was not satisfied with the way the company had treated him. He said he had not been given a fair deal, and that "Your charge for inspection and oiling is certainly the limit." Heddon did not reply to that letter, since it considered this particular complaint closed. It had acted as it saw fit and was perfectly willing for the retailer to discontinue buying if he was so minded.

Several weeks later the same dealer returned another reel together with a rather sarcastic letter and expressing further indignation over the charge made on the last adjustment. But Heddon did not back water. This is what the company had to say:

New York retail  
stores show a  
decided advertising  
preference —

Local display lineage  
in daily tabloid  
picture newspapers:

Daily Mirror 1,113,546

Second paper 756,018

Daily Mirror's lead 357,528

For July, Aug., Sept., and Oct.—Figures  
from N. Y. Evg. Post Statistical Dept.

NEW YORK

# DAILY MIRROR

Pen-and-Camera Reporting at Its Best

E. M. ALEXANDER, Publisher

J. MORA BOYLE, Advertising Manager

**MORE NEWS : MORE PICTURES : MORE FEATURES : MORE FICTION**

# Build On Your Dealer's Local Prestige with a.d.a



A GOOD dealer is jealous of his own standing in the community. He feels that his customers know him better than they know you—and often he is right.

But whether he is right or wrong there is more profit working with him than against him.

Applied Direct Advertising is the only way in which your national reputation, existing in the million minds that you cannot meet, can be reinforced by the dealer's local prestige on a basis that enhances both your profits.

a.d.a localizes, personalizes and individualizes your advertising to consumers, thereby enlisting the hearty co-operation of the dealer, even to sharing the expense.

And it does this without surrendering a vestige of the sales control which you may have spent large sums to attain through national advertising.

If you are a manufacturer selling nationally through dealers, investigate a.d.a. An inquiry involves no obligation.



THE CAXTON COMPANY  
*Applied Direct Advertising*  
Cleveland, Ohio

Under separate cover we are returning to you one only No. 3-35 Reel, serial No. 440, which was sent to us for repairs according to your letter of December 21.

After a very careful examination of this reel, we are certain that the entire trouble was caused by lack of attention. The advice sent on the oiling chart which accompanied this reel does not seem to have been followed.

It has been our pleasure to supply this reel with a complete new level winding device of our latest model. This we have been pleased to do for you with no charge.

While this reel was in our hands, we took the opportunity to completely dismount and thoroughly clean and oil it. Every part has been carefully inspected before being re-assembled, and after testing, it is being returned to you in the very best of condition. We are making a special adjustment charge of seventy-five cents for this work.

Enclosed we are sending you instruction tag and oiling chart, and feel sure if your customers will follow carefully the directions contained therein, they will have no further trouble of this kind.

Trusting that when the reel is again in your hands it will please both you and your customer in every way, we are

These letters do not require much comment. It is interesting to learn, however, from L. J. Wooster, advertising manager, that the letters had the desired effect. In future correspondence, the dealer failed to mention the matter further and his letters "seem to reflect a better and more friendly attitude on his part."

#### BACKBONE IS ADMIRER

The entire problem boils down to this: Most people are entirely aboveboard. The number that deliberately attempts to abuse a common-sense guarantee, written or implied, is negligible. Also, they are always open to reason. When they abuse the guarantee, show them where they are in error. They will probably admire your backbone and think more of you than if you slavishly acceded to demands which they later found to be unreasonable and unwarranted.

The customer is *not* always right. And when he is wrong tell him so—but *break the news gently*. That is really all there is to the problem of pointing out to customers that they are wrong and maintaining good-will at the same time.

## Chicago Advertising Organizations Fete World Flyers

More than a thousand Chicago advertising men and women attended a Pre-Armistice Day luncheon at Chicago last week in honor of Lieutenant Lowell H. Smith and Lieutenant Leslie P. Arnold who piloted the flagship *Chicago* in the recent World Flight.

The occasion took the form of a joint meeting of the Advertising Council of the Chicago Association of Commerce, the Advertising Men's Post of The American Legion, the Women's Advertising Club of Chicago, The American Association of Advertising Agencies, The Industrial Advertisers Association, The Agate Club, The Poster Advertising Association of Chicago, and The National Aeronautic Association, Chicago Chapter. The luncheon was presided over by Kellogg Patterson, commander of the Advertising Men's Post, and Homer J. Buckley, chairman of the Advertising Council.

Both officers gave short accounts of interesting episodes of the flight. Lieutenant Smith declared the hearty and genuine welcome, accorded the flyers by Japan at a time when feeling on American immigration restrictions was at its highest, to be the most significant event of the journey.

Other speakers were General James A. Drain, national commander of The American Legion, and Richard Henry Little, of the *Chicago Tribune*. A ball in honor of the World Flyers, given by The American Legion at the Hotel Sherman, concluded the program.

## Forms Randall Grape Juice Company

The Randall Grape Juice Company, Ripley, N. Y., has been organized to take over the production and sales of Randall grape juice which has been distributed for several years by the National Grape Juice Company, of which Mr. Randall has been president. N. P. Taft, formerly sales manager of the National company, is in charge of both production and sales of the new company.

## A. B. Fenger Joins Monterey Newspaper

Austin B. Fenger has resigned as general manager of M. C. Mogensen & Company, publishers' representatives, San Francisco, to become business manager of the Monterey, Calif., *Peninsula Daily Herald*, on December 1. He was at one time with the national advertising department of the San Francisco *Examiner*.

## M. L. Applegate with Albert Frank Agency

M. L. Applegate has resigned from the *Chicago Herald and Examiner*, with which he has been associated for the last five years, to join the Chicago staff of Albert Frank & Company, advertising agency.

# Heart-to-Heart Selling as Viewed by a Banker

The Importance of the Human Touch in All Industry

By William E. Knox

President of the American Bankers Association and President of the Bowery Savings Bank, New York

I DON'T know much about advertising. In fact, until a few years ago it would have been an impossibility to find any man in my line of trade—savings bank profession—who did know anything about advertising. It was considered to be anything but ethical for a savings bank to advertise.

When I first went into the business, savings banks were extremely austere institutions. They were founded to do the kindest thing in the world, that is, to take care of the savings of poor people. But to be perfectly frank with you, they did it in a most repellent way. They sat there and received the depositor's money as though they were doing him a favor.

They didn't extend into their banking business any of the courtesies or any of the amenities of life whatever. They simply took the money, did the depositor the favor of taking it and gave it back to him when he wanted it. And then they considered their full duty was done.

For years and years, and until within the last decade, the latter part of it, at that, no savings bank ever advertised other than its semi-annual dividends and then, in the briefest possible form.

Now in the old days in the bank, as I said, there was a sort of repellent attitude, nothing warm, nothing cordial, but as the years went by those who worked at the windows got on friendly and kindly relations with the people coming to the windows, and here and there, there was some man who got so close to the people that they began to tell him

their personal affairs and ask for his advice.

We thought that what one man could do in an institution every man could do in an institution, and of late years the savings banks, too, have been stressing the human element. I don't care what officers you have in a bank, I don't care how able they are, if you can't get into human touch with your depositors, you will never make an outstanding success of the bank. I think that same thing applies to almost any business that you can think of.

Savings banks were up against competition with the other banks, which was a good thing for us in that it awakened us. By and by we began to do a little advertising and in the early days our advertising was cold. It was very formal. It was a statement of assets and surplus with a list of names of the officers and an imposing list of the directors and trustees. That was very well so far as it went, but we have struck (and I am talking now about my own bank) what we think is a better way of approaching people. We approach them with a message that will interest them, irrespective of the fact that it is a message given to them by a bank.

We approached them the other day along the lines of life insurance. We published an advertisement which just gave our name and nothing else. It was a plea to the individual to look out for his life insurance and explained that it was important to have it for the benefit of his family. We said we would be glad to be of service to him if we could.

That is one of the ways we are trying to approach the people. It has brought us a torrent of comment from life insurance men as

From an address made before a meeting of the New York Advertising Club on November 12.



*making things hum!*

THE  
LOS ANGELES  
**EVENING HERALD**

Carried More Advertising During  
October Than the Other Los An-  
geles Evening Newspapers Com-  
bined, Exceeding Their Combined  
Totals by More Than 18,000 Lines!

In Foreign Advertising, The Eve-  
ning Herald Led the Combined  
Evening Totals by More Than  
32,000 Lines!

In Classified Advertising, The Eve-  
ning Herald Carried 161,140 More  
Agate Lines Than the Other Los  
Angeles Evening Newspapers Com-  
bined.

**Many Advertisers Cover the En-  
tire Los Angeles Field by Using  
THE EVENING HERALD Alone!**

**REPRESENTATIVES**

G. LOGAN PAYNE CO.,  
401 Tower Bldg., 6 N. Michigan Ave.  
Chicago, Ill.

H. W. MOLONEY,  
604 Times Building,  
New York

A. J. NORRIS HILL,  
710 Hearst Building,  
San Francisco

well as inquiries asking about life insurance which we answered in a general way, not mentioning any company and pointing out the advantages of life insurance.

We have taken steps in addition to that to try to get as close as we can to the foreign element and that is one of the great problems in New York and in all the great manufacturing and business centres. A great mass of foreigners come here who get together in groups but who don't get any real touch of Americanism. They are just as Jewish and just as Italian ten or twenty years after they come here as they were the day they came, and naturally, because nobody appears to take any particular interest in them except in a patronizing sort of way, through charitable associations.

I don't say the work of those associations isn't a good work, for it is; but I do say when an institution like a savings bank begins to take an interest in the problems of the people and the part of the town

it is located in to let them feel that here is a group of people engaged in a business that is willing to listen to them, their troubles, their trials, is willing to advise them, willing to steer them straight, willing to be sort of Big Brother to them, I don't think there is any better Americanization work than that being done and that is the kind of work the progressive savings bank is starting on.

We advertise to that effect, that if they will come to us with their troubles we will be very glad to give them the best of our advice—disinterested advice. We will be very glad to do things for them free, that otherwise they would be charged by somebody for doing. We have case after case of that kind happening.

We are willing to advise them when they get a little more money than the savings bank can take care of, what they can invest it in, or in some cases what not to invest it in. They came to us by



**STANFORD BRIGGS INC.**  
**ADVERTISING ART**  
**392 FIFTH AVENUE, N.Y.**

*Layouts, Designs, and Ill-  
ustrations for every purpose  
in every practical technique.*

**TYPOGRAPHY & PRINTING**



## The unusual opportunities

of the New England farm market have been fully appreciated by several distributors of food, and food specialty products.

To such concerns this market offers a compact, prosperous rural territory adequately served with jobbers and retailers.

Among leading advertisers of food products who already recognize and use NEW ENGLAND HOMESTEAD as the one dominant advertising medium to reach and to win this desirable farm trade, are:

**"Salada" Tea**

**LaTouraine Coffee**

**Slades' Spices**

**White House Coffee**

**Pillsbury Flour**

**Diamond Crystal Salt**

**Malt Breakfast Food**

**Old Grist Mill Coffee**

The chief advantages of this advertising in NEW ENGLAND HOMESTEAD are two-fold:

First, through NEW ENGLAND HOMESTEAD, especially the Household Department, advertisers are able to directly appeal to 75,000 farm housewives. The Homestead's influence and intimate contact with New England farm folk are invaluable.

Secondly, the good-will of the dealers has been more easily and quickly secured. It is true that the Homestead is the most favorably known farm paper among New England rural dealers.

We will be glad to send further interesting information to anyone who is directing the advertising of a household staple or food specialty.



WARREN A. PRIEST, Advertising Manager

Member of Agricultural Publishers Association

Member of Audit Bureau of Circulations

**Phelps Publishing Company, Publishers, Springfield, Mass.**

NEW YORK	CHICAGO	ST. LOUIS	MINNEAPOLIS	SAN FRANCISCO
456 Fourth Ave.	123 W. Madison St.	Syndicate Trust Bldg.	Palace Building	730 Farrell St.
E. R. Williams	J. C. Billingslea	A. D. McKinney	R. B. Ring	Lloyd B. Chappell

## *Compare it with Quality Media*

IN YOUR OWN mind as an advertiser of ability, give place to this concept ---

THAT comparable to the sound and established worth of quality media, is the medium of direct advertising when it bears the legend "Printed by Corday & Gross."

IT is interesting to check over the ablest users of class magazine space --- to discover how many of them are clients of C & G.

# THE CORDAY & GROSS COMPANY



CLEVELAND AND NEW YORK



the dozens. That is really a new department. Fifteen thousand people within the past year have consulted us on affairs of just that kind; namely, business affairs, affairs connected with getting their citizenship papers, with getting passports and transportation for their relatives. We are touching them in a very human way, and every one of those people that we touch in that way we feel we are helping. We feel we are doing our little bit toward making him a better American citizen.

So we abandoned the idea of simply advertising about the Bowery Savings Bank, as having such officers and so much deposits, and we pay so much interest, and instead, we try to put the human touch in our advertisements.

#### HELPFULNESS ESSENTIAL

So in carrying this principle out, we want first to do this: See that every piece of advertising copy must of itself be of specific service to the reader; point out something that will be of specific service. It should contain some helpful suggestion that might be beneficial to the reader whether he ever comes to the bank or not.

Those are just general things. I don't know anything about advertising, but I know a good deal about human nature. I think we should give our services to the public and let it know they are freely given. We have no axe to grind; we don't want to make any commission out of them, but we are there as a public servant to do whatever we can to help them along.

Now, should the savings banks and the business banks, too, in New York and in the industrial centres all over the country adopt that particular attitude toward our foreign fellow-citizens and those about to become citizens, don't you see it will give them an entirely different view of Americanism? Don't you see that they will feel they are not being exploited? I will say in most cases where they are exploited it is not our American-born citizens who exploit them, but the foreign-born citizen, who lives in their own neighbor-

## ALMOST A YEAR AHEAD

*A statement issued by "Punch" solely in the interests of those advertisers who have not yet made their plans for 1925.*

**All Front Page Spaces for 1925 are now sold.**

**All Facing Matter Pages for 1925 are now so d.**

**Most of the Cover Pages in Colour are now sold.**

On October 13th, 1924, all space in "PUNCH" for the issue of October 7th, 1925, was sold—almost a year ahead.

There is still some Non-position space available in all of the other issues next year, for which those advertisers who have not yet booked should make immediate application.

Advertising space in "PUNCH" is strictly limited, and as the demand for it is always far in excess of the supply

**Advance Booking is  
Always Essential.**

MARION JEAN LYON  
Advertisement Manager, "PUNCH"  
10, BOUVERIE STREET  
LONDON, E.C. 4., ENG.

hood and who is shrewd enough to see that through their ignorance of American ways they are easy prey.

If we can stop that form of graft and if we can show them that the natural place for them to come is to the bank, we have done a great thing for them and incidentally we have done a great thing for the bank.

I believe it is this changed attitude on the part of the banks in the last few years that has resulted in the tremendous growth of deposits which has taken place in the savings banks since the war. No doubt about it at all. There has been a different spirit breathed into the relations between the depositors and the man on the other side of the counter. We would fire a man in a minute for discourtesy. In the old days we would not. We took it as a matter of course.

This would all have been considered absolutely foreign to the field of a savings bank years ago. It is not now. I think the adver-

tising through the newspapers, very much of it through the foreign language newspapers, and the efforts that we are making in the foreign communities to work up a feeling of friendliness and kindness, is *real* work.

This has not been very much about advertising, but about everything else. It seems to me there is a lesson for advertising—that is, you have to humanize your advertisements as much as you can and try to get people to believe as we want them to believe—that outside of the business that may come to us we have a real interest in the man whom we hope to get as a depositor or a customer.

### Baltimore Better Business Bureau Elections

Dwight Burroughs, formerly president of the Baltimore, Md., Advertising Club, has been elected president of the Better Business Bureau of that organization. Other officers elected are: Vice-presidents, C. R. Wattenscheidt and H. J. Cahn; secretary and treasurer, Norman M. Parrott, and counsel, Leonard Weinberg.

THE



GLEN BUCK



COMPANY



ADVERTISING

CHICAGO



**The Religious Press for God and Country**

# Truth

Established 1898

412 Eighth Avenue

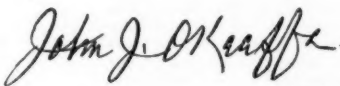
New York City, N. Y.

## Catholics Buy and Consume One Fifth of Everything Bought and Consumed in America

Because national advertisers have not exploited this enormous field, the advantage lies with the men of foresight who first realize its possibilities and stake their claim on it. Have you ever thought of directing this golden stream into your business?

TRUTH MAGAZINE is one of the leading Catholic publications—a member of the Catholic Press Association ten consecutive years—a member of the Audit Bureau of Circulations nine consecutive years.

TRUTH MAGAZINE can be greatly helpful in influencing sales in this worth-while Catholic market. The January number will go to press on the first of December.



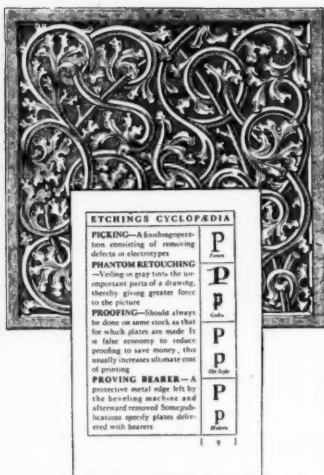
President

**JOSEPH P. SHEILS**

Western Advertising Office  
906 Boyce Building  
Chicago, Ill.

**EDWARD P. BOYCE**

Eastern Advertising Office  
706 Emmet Building  
New York, N. Y.



## Hold It Up To The Light!

How many times do we hear this request when a group of people is trying to determine the quality of an article. The light shows us many things that would otherwise remain hidden.

Do you realize every phase of your advertising matter is held up to the strongest kind of light—the light of public opinion—to meet the test of thousands of scrutinous eyes?

The illustration heralds the message and wins for you the attention of the reader. Much depends upon the engraver and the quality of his work. Many a good illustration is spoiled in reproduction. Look for an engraver whose results will stand noon-hour daylight.

**Gatchel &  
Manning, Inc.**  
C. A. STINSON, Engraver  
**PHOTO-ENGRAVERS**  
Philadelphia

## H. M. Tandy Heads Smith, Denne & Moore

H. M. Tandy, of Smith, Denne & Moore Ltd., advertising agency, Toronto, has been elected president. He succeeds Frank G. Smith, who has resigned and disposed of his interest in the business. Mr. Smith is president of Smith, Sturgis & Moore, Inc., advertising agency, New York.

John A. Cooper has been appointed vice-president, succeeding H. M. Reid who also has been manager of the Montreal office. As reported elsewhere in this issue the Montreal business has been sold to The James Fisher Company with which Mr. Reid will become associated on January 1.

J. P. Hamilton has been appointed secretary of Smith, Denne & Moore. The London, England, office of this agency will continue under the management of H. A. Moore, resident director. A. W. Zollner, formerly with the Tuckett Tobacco Company, Hamilton, has joined the Toronto staff. More recently he has been with the N. K. Fairbank Company, in charge of sales in Canada.

## Spot Light Manufacturers Plan Educational Program

At a meeting of the Spot Light Manufacturers Association held in conjunction with the annual convention of the Automotive Equipment Association at Chicago, plans were discussed for instituting a program to educate the public on spot light uses and abuses. The association intends to co-operate with trade associations and to influence legislative measures which will bring the spot light into more general favor.

## A. S. Phillips Will Direct Phillips-Jones Sales

A. S. Phillips, vice-president and treasurer of the Phillips-Jones Corporation, New York, Van Heusen collars and Phillips-Jones shirts, pajamas and underwear, will also direct the sales of that organization, taking over the duties of Joseph Ewing, general sales manager, who, as reported elsewhere in this issue, has started his own business as marketing and sales counsel.

## London and Pacific Coast Agencies Affiliate

An arrangement has been made between The Botsford-Constantine Company, advertising agency, Portland, Oreg., and Seattle, Wash., and the Samson Clark Advertising Service Ltd., London, which provides for the mutual representation of both agencies.

## Has Berkey & Gay Furniture Account

The Berkey & Gay Furniture Company, Grand Rapids, Mich., has placed its advertising account with George Harrison Phelps, Inc., Detroit, advertising agency.

# MAGAZINE SECTION

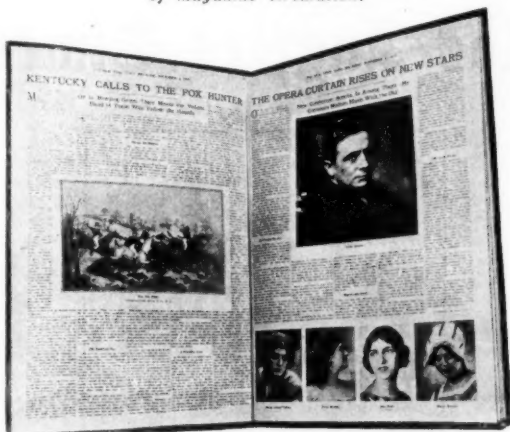
## The New York Times

### SUNDAY EDITION

PRINTED BY THE ROTOGRAVURE PROCESS

*Advertising rate \$1.00 an agate line; \$1.030 a page;  
one cent a line for each 6,000 of circulation.*

*Lowest advertising rate for best quality  
of magazine circulation.*



READ IN 8,000 CITIES AND TOWNS OF THE UNITED STATES

With a sale of 600,000 copies, the Magazine Section of the Sunday edition of The New York Times effectively presents any article of home or family appeal to the largest group of intelligent and responsive readers.

In the metropolitan district, where more money is spent than in a like area anywhere in the world, and within a radius of 150 miles of New York, 400,000 copies of the Sunday Times are distributed.

The circulation both within and without the metropolitan district represents unequalled interest of readers: first, because it is a part of the

Sunday edition of The New York Times; second, because it is a magazine with a New York interest. The nation reads about New York.

Its articles are of high quality and follow fresh upon the news. The rotogravure process by which the Magazine Section is printed gives advertisers the opportunity of most effectively illustrating their announcements.

The care exercised by The New York Times in the acceptance of advertisements is an asset to advertisers, obtaining for their announcements the confidence of readers that The Times enjoys.

*Advertising forms for the Magazine Section  
close twelve days in advance of publication.*

# Over 41%

of all bank and financial advertising printed in the six newspapers of Los Angeles during the month of October 1924 appeared in the

## Los Angeles Times

THE Times during that month printed 9,629 inches of bank and financial advertising, as against 7,773 inches for all three local afternoon newspapers combined, and 5,715 inches for both other morning newspapers combined.

BANK and financial advertising leadership indicates the tremendous purchasing power of the Los Angeles Times' home-delivered circulation, but it by no means expresses the full dominance of this great California morning newspaper. In twenty other major classes of advertising, including want ads, the Los Angeles Times during October, 1924, exceeded all other local newspapers.

Eastern Representative:

WILLIAMS, LAWRENCE & CRESMER CO.

225 Fifth Ave., New York

360 N. Michigan Ave., Chicago



# Getting Prospects into Overalls to Sell Themselves

Traveling Power Farming Schools Multiply Advance-Rumely Tractor Sales and Lengthen Selling Season

By Dana Hubbard

ABOUT six years ago the Advance-Rumely Threshing Company, of La Porte, Ind., determined that the dealer who knew the "insides" of the company's Oilpull tractors would sell three times as many of them as the other fellow. There was no guesswork to that finding, for the sales sheets backed it up with plenty of the most competent evidence. Smart salesmanship, the records proved, was no match for knowing the product. In the last few years the discovery of that fact and the building on it of a system of Power Farming Schools have produced several worth-while things for Advance-Rumely. Among these are: a bigger volume of sales, a better balance between sales and production, better dealers, more satisfied owners and lessened sales resistance.

During a period covering a little less than three months last winter more than 5,400 Oilpull tractor dealers and prospective buyers of tractors attended the Advance-Rumely Power Farming Schools. They cheerfully pulled on their overalls and smeared their hands and faces with oil and grime, the express purpose of each dealer being to dig for four days into the Oilpull tractor and find out what was there. And on the strength of what they learned the company doubled its tractor sales of the preceding year. The dealers and prospects sold themselves.

Since 1919 the company has been concerning itself seriously with the matter of schooling its market about tractors. In the few years that have elapsed since that time the company has proved definitely that the more the dealer and prospective buyer knows about what a tractor can do, how it works and what it needs to keep in good order, the more trac-

tors they will buy. The company's Power Farming Schools have proved, too, that selling and servicing power equipment such as tractors are pretty much matters of planting a little practical knowledge in the right places.

"In selling tractors or other power equipment to farmers an ounce of prevention of mechanical troubles is worth a whole ton of cure," says Finley P. Mount, president of the Advance-Rumely company. "After six years of trial of regular schools we are convinced that educating the dealer has many advantages. It improves the service to our customers and makes them better satisfied. It has a marked effect in increasing the sales ability of our entire organization. And it increases the loyalty of our dealers and has reduced turnover among them."

Early in 1925 the Advance-Rumely Power Farming Schools will embark on their seventh year, with courses scheduled to be given at a dozen points in the wheat and corn belts. Several carloads of equipment will start out in January and travel through thirteen States, until the middle of March, supplementing the equipment in the company's branches where the schools are held. And of course a corps of lecturers and instructors will go along to operate the schools.

What the Advance-Rumely Company has been attempting to do now for six years is literally to transport a good-size section of its factory out into agricultural centres in order to give both dealers and purchasers of farming equipment a better insight into what is behind power farming. Under the stimulus of war demands a great many tractors found their way into farm markets with-

**Dominant for 16 years in  
Florida's Agricultural Field**

## the **Florida GROWER**

**A state paper of unusual  
merit. Reaching well-to-do  
fruit growers and pros-  
perous truck farmers.**

### *Representation*

Wallace C. Richardson, Inc.  
New York

John D. Ross  
Chicago

George M. Kohn  
Atlanta

**THE FLORIDA GROWER  
Tampa, Florida**

## gifts

Nothing nicer for your  
friends at Christmas than  
*a Little Book*, privately  
printed. See us promptly.  
We can suggest a title.



**CURRIER & HARFORD L<sup>d</sup>**  
*Fine Printing*

27 East 31 New York Cal 6076

out being thoroughly tested either in the field or laboratory. They were sold by men who did not know tractors or how to take care of them to get dependable service. Many purchasers failed to get the results from their initial power-farming venture that they were led to expect.

As a consequence of this Advance-Rumely decided that it must build up an organization of dealers who would have a thorough working knowledge of the tractors they were selling. Otherwise the industry would be handicapped seriously. Accordingly the first school was started in 1919 with 250 of the company's dealers in attendance. The first two or three years of the company's experience with dealer schools were described in **PRINTERS' INK MONTHLY** in April, 1922. In a very short time the company discovered that the dealers who attended its schools sold several times as many tractors as those who stayed at home. Seven hundred and fifty dealers attended the schools during their second year, the company's records showing as a result that purchasers began to receive better service in maintaining their tractors. In addition to this the knowledge that the dealer gained from servicing the machines that they had sold began to make itself felt as a factor in new sales. For one thing this knowledge made the dealer able to present a far more convincing sales talk to his prospects.

"The farm implement industry always has been a business of dealer distribution," said an executive of the biggest manufacturers in this field to the writer a few days ago. "Efforts to put it on any other basis have not been successful. But the last ten years have radically changed some underlying conditions of retailing farm implements. Just as the automobile and motor truck have lengthened the farmer's selling radius, so have they extended his purchasing radius. Formerly a trip to town fifteen miles away took the best part of a day. Now it means only a half hour or so each way. One result of this



AURORA BY GUIDO RENI, FROM ROSPIGLIOSI PALACE, ROME

## *The Life of Man is Governed by Pictures*

A SERMONETTE BY JAMES WALLEN



Look for This  
Emblem

NATURE provides two great pictures for mankind. The glorious enlivening panorama of day and the slumberous, soothing canvas of night.

The daytime aspect of the world inspires the humblest to action on the sunlighted stage. Night brings repose to all those "who labor and are heavy laden."

The lesson to the advertiser is as obvious as the high hills. Utilize the pictorial principle of day and night in your publicity.

Spread before your readers a daytime portrait of your product with all its stimulus to aspiration and desire. Awaken the inquisitive instincts of your readers.

Make your prospects want to live more abundantly thru the possession of what you have to sell. Make the advantage of such ownership clear as the day at noontide, by using photo-engraved pictures. "Your Story in Picture Leaves Nothing Untold."

The members of the American Photo-Engravers Association, with plants in every center are awaiting the opportunity to assist you. The association engravers are pledged to undeviating quality and fidelity in their work.

"The Relighted Lamp of Paul Revere" is a booklet devoted to the ideas and ideals of this craft. The Association engraver in your community will gladly present you with a copy, or you may ask Association headquarters.

# AMERICAN PHOTO-ENGRAVERS ASSOCIATION

GENERAL OFFICES • 863 MONADNOCK BLOCK • CHICAGO

change is a reduction in the number of dealers needed to supply the farmer's implement needs. This ought to mean better times for the dealers who survive the reduction process.

"Another result of this change has been to sharpen the need for modern merchandising methods. If you could examine the affairs of the more prosperous dealers you would probably find that they have realized this need and have met it with well-placed advertising, with sufficient stocks of machines and repair parts, with attractive displays of goods in more ample showrooms and with demonstrations of new and improved lines. In a word, the successful dealer is usually the one who has recognized the fact that in the implement business the 'buyers' market' has come to stay."

As soon as Advance-Rumely decided that its work of dealer education had established itself it began to put its power farming schools on a broader basis by admitting a limited number of preferred prospects for

Oilpull tractors in addition to owners. "These prospects were carefully selected by the salesmen and dealers and represented a great many potential sales," says G. W. Iverson, advertising manager of the company. "The total attendance at our schools in 1923 was over 2,200, of which 809 were dealers. The sales in that year were double the sales in 1922. In 1924 when we pushed our program into the western Canadian branches the attendance was over 5,400 and the business written was more than double that of 1923."

A farmer who is beginning to think seriously about buying a tractor may learn about the Advance-Rumely power farming schools through a company advertisement in his farm paper. Or he may read the local advertising of a dealer in his trading centre. Possibly he comes across an envelope stuffer sent out by his local dealer in his correspondence. At all events he gathers in one way or another that he can attend an Advance-Rumely school without cost to himself and learn the con-

## *Announcement*

H. M. TANDY has been appointed President of Smith, Denne & Moore, Limited, succeeding Frank G. Smith.

COLONEL JOHN A. COOPER is Vice-President in the stead of H. M. Reid.

J. P. HAMILTON is appointed Secretary.

COLONEL H. A. MOORE, Resident Director, will continue to be in charge of the British office at London, England.

A. W. ZOLLNER joins the Toronto organization.

The Company has disposed of its Montreal Branch effective January 1, 1925.

**SMITH, DENNE & MOORE**

*General Advertising Agents*

**LIMITED**

**TORONTO, CANADA**

**LONDON, ENGLAND**



A Gigantic Goodrich Conveyor Belt in Baltimore

## *Advertising Literature that "Lives and Breathes"*

There is one form of literature which never goes unread to the waste basket. And that is a B. D. F. Film.

By means of B. D. F. Films the B. F. Goodrich Company is telling its story, from rubber tree to finished product, to millions of moving picture patrons throughout the world. "Rubber in Industry," as interesting an educational feature as any you ever saw, is putting the Goodrich story over by the "painless" method in seven different languages. This advertising costs Goodrich nothing beyond the price of the film and the shipping charges.

If you think the cost of filming **YOUR** advertising story will be prohibitive, you are mistaken. Let us make you an estimate.

**Bosworth,  
De Frenes &  
Felton**  
Wilkes-Barre,  
Pa.

*Everything in Advertising Films*

# Fort Wayne

Invested more dollars per capita in new buildings in the first nine months of 1924 than ANY other Indiana city.

Fort Wayne's prosperity is reflected by the News-Sentinel's October advertising lineages.

Local Display—

Gain over 1923

686,336 . . . . . 5½%

National Display—

Gain over 1923

168,994 . . . . . 19%

Classified—

Gain over 1923

183,106 . . . . . 34%

## The News-Sentinel

*Fort Wayne's "Good Evening" Newspaper*

M. C. WATSON, INC.,  
270 Madison Ave.,  
New York City.

THE ALLEN KLAFF CO.,  
1336 Peoples Gas Bldg.,  
Chicago.

**Average Daily Circulation**  
**42,138**

struction and operation of tractors, separators and other power farming machinery. By filling out a coupon and sending it to the company he gets further data on the plan of instruction. Sometimes the company pays the expenses of his schooling. Sometimes it is the dealer.

A typical four-day program of one of the schools follows:

#### 1ST DAY

8 to 9.30 a.m. Registration.  
9.30 to 10.30 a.m. Lecture: "Principles of the Gas Engine," G. W. Iverson.  
10.30 to 12 noon. Laboratory.  
1 to 2 p.m. Lecture: "Fuels and Combustion," G. W. Iverson.  
2 to 4 p.m. Laboratory.  
4.15 to 5 p.m. Trip through factory.  
7.30 to 9 p.m. Smoker and Get-Together. Address of Welcome. Finley P. Mount, Pres. Advance-Rumely Thresher Co., Inc. Advance-Rumely Movies. Music by Advance-Rumely Band.

#### 2ND DAY

9 to 10 a.m. Lecture: "Triple Heat Control," G. W. Iverson.  
10 to 12 noon. Laboratory.  
1 to 2 p.m. Lecture: "Lubrication," G. W. Iverson.  
2 to 4 p.m. "Separator Talks, Principles of Operation of Ideal Separator," R. H. S. Henderson. "Condor Belting," Wm. Warr, Manhattan Rubber Manufacturing Company.  
4.15 to 4.45 p.m. Trip through factory.  
4.45 to 5.30 p.m. "Dealer Advertising," G. W. Iverson.  
7.30 p.m. "Power Farming," Prof. E. W. Lehman, University of Illinois. Advance-Rumely Movies. Music by La Porte Novelty Orchestra.

#### 3RD DAY

9 to 10 a.m. Lecture: "Transmission of Power; Front and Rear Axles," G. W. Iverson.  
10 to 12 noon. Laboratory.  
1 to 2 p.m. Lecture: "Care and Operation of Tractors," G. W. Iverson.  
2 to 4 p.m. Laboratory.  
4.15 to 5 p.m. Trip through factory.

#### FINAL DAY

9 to 10 a.m. Lecture: "Belt-Driven Machinery," J. Leo Ahart, Agricultural Engineer, Dow City, Ia.  
10 to 12 noon. Laboratory.  
1.30 to 2.30 p.m. "Advance-Rumely Policies," J. Abrams, Sales Manager, Advance-Rumely Thresher Co., Inc.  
6.30 p.m. Banquet, St. Peter's Hall. Toastmaster, Finley P. Mount. Music by Holloway's High Tension Orchestra.

This program indicates that while those attending the schools listen to lectures they have plenty of chance to pick up a lot of practical information in a systematic way that will be of actual value later on in the field. Two laboratory periods a day give them a good chance working in

## How to Write

- ?—business magazine articles
- newspaper items on business topics
- house-organ copy
- advertising copy

S. Roland Hall has written a new book giving definite, practical helps on writing effectively on business topics. Out of his experience he gives practical "work-shop" ideas and suggestions of real value.

## BUSINESS WRITING

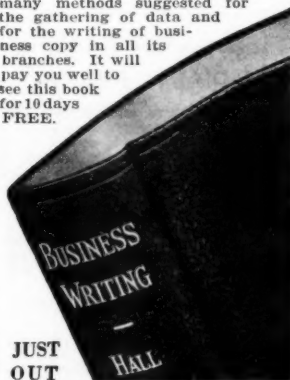
By S. Roland Hall

*Advertising Counselor; formerly advertising Manager, Alpha Portland Cement Company and the Victor Talking Machine Company.*  
222 pages, pocket size, flexible, 75 illustrations, \$2.50

It covers in a common-sense way the essential principles and methods of the special forms of business writing. It supplements his HANDBOOK OF BUSINESS CORRESPONDENCE, which treats of the writing of business letters.

### Try it out FREE for 10 days

Read about and use some of the many methods suggested for the gathering of data and for the writing of business copy in all its branches. It will pay you well to see this book for 10 days FREE.



JUST  
OUT

McGraw-Hill

### Free Examination Coupon

McGraw-Hill Book Co., Inc.

370 Seventh Avenue, New York.

You may send me for 10 days' free examination Hall's Business Writing, \$2.50 net, postpaid.

I agree to remit for the book or to return it postpaid within 10 days of receipt.

Name .....

Address .....

Position .....

Company .....

P.L.11-20-24



## A Scotsman started it

"YOUR favour of 17th duly received, and yesterday afternoon the parcel containing the Tobacco.

"I thank you very much for your kind attention to this small individual order, for your excellent Tobacco.

"I am very glad to furnish you with the figures showing the cost of Tobacco delivered to me at this office.

2 lbs. BARNEY'S TOBACCO including postage).....	\$5.60
U. S. Duty 55c. per lb.....	1.10
U. S. Revenue Stamps, etc.....	.50
	<b>\$7.20</b>

an actual cost laid down here of  
**\$3.60 per pound."**

This, followed by an order from a Pittsburgh Steel Magnate for supplies to be sent him to Palm Beach, settled it. It convinced us that AMERICAN SMOKERS OF THE PIPE were willing to take a little trouble to get a real smoke.

## Barney's the Ideal Tobacco

### Britain's Best Pipe Tobacco

can be purchased direct from England. Packed in 2 ounce or 4 ounce patent hermetic tins. It reaches your pipe in the delightful condition that it leaves the factory in Old England. BARNEY'S is medium, and meets the requirements of most pipe smokers exactly. Scotsmen send home for it from every corner of the Earth; they know how good it is.

Mail us a trial order for 2 lbs. weight, enclosing draft for \$5.60 only. (Two pounds is the minimum we can ship British Duty-free)

## John Sinclair, Limited

24 Holborn, London, England

Also at Edinburgh, factory at Newcastle-on-Tyne

(Customs Duty U. S. \$1.60; you pay on delivery of goods).

small groups to find out how magnetos, carburetors and transmissions work and in the past this has been the part that they have been most eager to get. "Up in Saskatoon last year I saw a class quit the lecture room, scramble into overalls and take down a transmission all within four minutes," Mr. Mount told the writer. "That shows how keen these dealers and farmers are for knowledge which they know they can use. I stood by and held a watch on them without their knowing anything of it, and it convinced me of the tremendous merchandising value of making the right kind of information available to the man you want to sell."

Mr. Mount believes one of the big reasons why the Advance-Rumely schools have grown in popularity is that the company insists on maintaining rigid discipline in them and on carrying out a thoroughly planned schedule. "The servicing of farm equipment has grown to be such an important matter both for the dealer and the farmer that when they come to one of our schools they let nothing stand in the way of getting every detail that they can," he says. "They want to improve the efficiency and service of their equipment by finding out how to take care of it so as to keep it running without interruption. As manufacturers we realize that equipment stays sold when the owner knows how to use it best.

"There is no sales talk at any of our schools until the final afternoon when dealers and the company do have a chance to talk about Advance-Rumely policies. Most of the selling done at the schools resolves itself into a dealer or a prospect selling himself. Our dealers keep coming for more instruction year after year. They develop into experts. And every tractor owner who comes to the school becomes a good salesman for us when he goes back home and talks to his neighbors."

Tractors and other power farming machinery are sold for the most part in the United States





## Certified Radio Advertising Plus Certified Circulation

RADIO AGE is the only Western monthly radio magazine which has a membership in the Audit Bureau of Circulations.

RADIO AGE tests and approves sets and accessories offered by advertisers—or it tests and disapproves the merchandise and rejects the advertising. An asterisk similar to the one shown above is inserted in all advertisements which have been officially approved.

RADIO AGE has the confidence of many thousands of readers who have been following its illustrated constructional data for nearly three years. It is a magazine that combines reader interest with reader faith.

RADIO AGE, The Only Magazine with Real Blueprints, invites you to advertise in a successful, growing magazine—a magazine of character and influence. Write for rate card and circulation facts.

# ***RADIO AGE***

*The Magazine of the Hour*

*Member Audit Bureau of Circulations*

Eastern Representative.  
DAVIDSON AND HEVEY  
17 W. 42nd St.,  
New York, N. Y.

Advertising Director.  
HARRY A. ACKERBURG  
Radio Age, Inc.,  
500 N. Dearborn St.,  
Chicago, Ill.

Pacific Coast Representative  
BENJAMIN LEVEN  
582 Market St.,  
San Francisco, Calif.

## made by Grammes

for any business  
and occasion

Metal Advertising Novelties and Specialties of proven value in the developing of good-will and increasing of sales.

A special Grammes feature is the etching of the recipient's name on article. This makes a distinctive personal appeal—very desirable in advertising.

Send for circular No. 10X



Grammes' Line presents excellent opportunities for experienced salesmen

## LITHOGRAPHED LETTERHEADS

Lots of \$ **1.75** per  
12,500 Thousand

Lots of \$ **1.25** per  
25,000 Thousand

### COMPLETE

THIS exceptionally low price applies to lithographed letterheads in black ink only on White Paramount Bond, 20 lb. basis. High-class work guaranteed. We will be pleased to furnish samples of our work and paper on request. If you have no engraving we will furnish one at actual cost. This charge is made on your first order only. Send for booklet of engravings and prices.

A deposit of 50% is required from concerns not having a first class rating.

### GEO. MORRISON CO.

430 East 53rd Street, New York City  
TELEPHONE PLAZA 1874-1875  
Established 1898 Incorporated 1905

References—Bradstreet's, Chatham & Phenix National Bank, 57th Street Branch, N. Y.

and Canada in about six months of each year—from April to October. By holding a school in the winter months the Advance-Rumely company is lengthening its dealers' selling season. Dealers and salesmen have a definite incentive to go out and get orders at a time when they used to count on improving their acquaintance with prospects and nothing more. The Power Farming Schools have made it possible for the salesmen of the company to write half of their year's business during the winter months. This advantage flows along to the production department which is enabled to plan its schedule and anticipate the year's demands. In short, the schools represent a long stride for Advance-Rumely toward that condition which is every manufacturer's goal—balanced sales and balanced production, with orders writing themselves.

### Staff Changes on New York "American"

E. W. Corman, recently in charge of the Detroit office of the New York *American*, has been transferred to the New York office of that newspaper, in charge of its automobile department.

W. J. Schmitt, formerly in charge of the Chicago office of the New York *American*, succeeds Mr. Corman at the Detroit office.

### L. J. Penney in Real Estate Advertising

L. J. Penney has been appointed advertising manager for Laurel Park Estates, Inc., Hendersonville, N. C., a corporation engaged in developing a residential park near that city. He was formerly in newspaper work in Baltimore, Chicago, Memphis and San Francisco.

### Joins Wall Pump & Compressor Company

Robert A. Kiefer has been appointed director of sales of the Wall Pump & Compressor Company, Quincy, Ill. Several new lines are being developed by this company and the sales organization is being augmented.

### Joins The Blosser Company

George H. Jewett, for many years manager of Dr. Blosser Limited, London, Eng., has joined The Blosser Company, Atlanta, Ga., proprietary medicines, as general manager. He will continue to direct the work of the English organization.

# Albany Evening News

*I* doubles its  
circulation  
in two years

*Now!*

**24,000**

*[more home delivered circu-  
lation than all other Albany  
Newspapers combined ~~~]*

*Lynn John Arnold*  
Publisher

The Knickerbocker Press  
AND  
Albany Evening News



**A  
Better  
Seal-and-  
Reseal  
is not  
Possible**

## AMERSEAL

*A Bit of Scientific  
Mechanical Construction*

Sales managers, advertising directors, and manufacturers know that products packed in glass should be sealed with a metal closure, and, if not consumed at once, that a reseal is imperative. The quality and reputation of your product demand the best seal; while domestic usage necessitates a reseal, simple to operate, pleasing to look at and positive in action. Rugged simplicity makes Amerseal the simplest closure on the market; strong enough to meet all stresses and flexible enough to conform to glass irregularities. A gentle turn seals or reseals. No false closures—no deterioration.

Amerseal will meet your demands; sealing your product and resealing it, simply, quickly, safely. This statement is not qualified, as Amerseal's mechanical construction justifies us in making it; and further—it is endorsed by such firms as E. R. Squibb and Sons, Richard Hellmann, Inc., and Parke Davis and Co. *They use it.*

**AMERICAN METAL CAP COMPANY**  
Summit Street and Commercial Wharf, Brooklyn, N. Y.

# Copy Puts On Long Pants

The Trend Is Toward Long Copy of an Educational Nature

By Donald MacLean

THE head of a well known and rapidly growing advertising agency was recently asked what he regarded as the most significant development in advertising since the War. Without hesitation he said the improvement in copy.

Then he went on to explain that where there was a real sales proposition and effort was required to make sales, copy almost always improved. As an illustration he called attention to the excellence of so much of the copy selling goods direct by mail.

More and more advertisers have come to the realization that their copy will be read and will have influence in proportion as it is valuable to readers. One advertiser stated it in this way: "Even though the passer-by gives my advertisement but a hasty glance, I want to be able to repay him for any effort he puts forth to read my message." That attitude on the part of advertisers has resulted in longer copy in many fields—copy that tells how the product can best be used, or that gives evidence to increase confidence in its use, or that explains how it will do things not formerly understood, or otherwise conveys information which will be helpful to the reader.

Procter & Gamble were one of the first firms to use this style of copy for a staple. They attempted to answer the question which came up so frequently in the home as to what kind of soap was good for certain fabrics. Ivory Soap was adaptable to a large number of uses, many of which were not commonly understood. It is still using that kind of advertising with marked success.

It has been presented to housewives for some specific purpose month after month, the copy explaining definitely how the best results may be secured. This, of course, has been varied—a re-

cent advertisement emphasized the fact that P & G White Naptha could be had in all parts of the country and that in moving or traveling from place to place, a change of soap would not be necessary for those who had used P & G.

## PALMOLIVE BIG USER OF POSTERS

Palmolive has spent more than \$1,000,000 in poster advertising in each of the last two years using a direct appeal to the emotions to "keep that schoolgirl complexion." It has spent about the same amount in periodicals and newspapers. The copy employed in newspapers and magazines has given the reader different face treatments in which, of course, Palmolive soap was the chief factor. It was educational copy that gave a definite method by which the freshness of the "schoolgirl complexion" could be retained.

Food and other products appealing directly to the taste historically have been the ones which have used illustrations with brief copy most successfully. It is a well-established fact in advertising that you cannot argue with a customer about what he likes. Neither can you reason him into liking a product, as has been shown in so much tea and coffee copy.

The California Fruit Growers' Exchange was one of the first to institute appetizing copy in connection with its striking illustrations. When this association saw the loss of the valuable saloon market for lemons approaching, it inaugurated an extensive campaign for lemons, showing a multiplicity of other uses than for lemonade. Even yet one can recall the appetizing lemon pies that were presented with detailed directions for making them. At that time a large proportion of the lemons used in other seasons than hot weather were served

with drinks over the bar. The increase in advertising expenditure was only two cents a box, but by concentrating on the numerous ways in which lemons could be made to appeal to the appetite, the whole crop was disposed of without difficulty after the saloons closed.

In discussing the Sunkist advertising Don Francisco said, "Most things that look good to eat *are* good to eat." They can be made to look most attractive in illustrations. Fortunately for advertisers most things that we like are good for us, but this cannot be presented in illustrations, and has offered opportunity for very many able copy writers to greatly strengthen the appetite appeal.

#### RECIPES AN OLD STANDBY

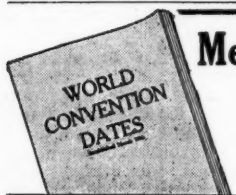
It is the obvious thing that cooking materials, such as baking powders, flavorings, shortenings, etc., should be advertised in connection with recipes and directions for cooking. But many shrewd advertisers have not al-

lowed the manufacturers of these products to monopolize that kind of copy.

Cream of Wheat was put on the market by the use of pictures and slogans and in the general magazine copy that form still is used. However, in women's publications the copy is replete with directions for serving Cream of Wheat in many different forms.

Postum has practically always used "reason why" copy. It has always emphasized the health appeal and the harmful effects of coffee. For so many years it was the one product that benefited when people substituted a cereal for coffee that the selling argument of coffee being injurious was beneficial only to Postum. Postum continues its educational copy and has, as would be expected, applied it to Post Bran. But the Postum Company has not stopped there. Both Grape Nuts and Post Toasties are now presented with lengthy educational copy.

There has been a considerable



## Meet Your Prospects at Their Conventions—

An Excellent Time to Sell Them

Getting out and rubbing elbows with the other fellow is time well spent. That's the way to find business-winning ideas—to dig up new prospects—to keep solid with present customers.

The next twelve monthly issues of "World Convention Dates" will give you the meeting place, dates, secretary's address, and attendance, for 10,000 annual Conventions and Expositions.

From this record of coming events, you can easily select the trade, industrial, or professional conventions at which many of your present customers—and innumerable prospects—will assemble. By attending these gatherings, your salesmen will have an unexcelled opportunity to pave the way for a volume of future business.

A number of Expositions will also be found in the list, at which an exhibit will net you a bundle of immediate orders.

The special December issue of "World Convention Dates" will start you off with a record of 3,500 important 1925 Conventions and Expositions for which meeting place and dates have already been decided. A list of approximately 600 additional new events will follow every month hereafter.

Send \$15.00 for Annual Subscription—Or Ask for Descriptive Leaflet No. 6

**HENDRICKSON PUBLISHING CO., Inc.**  
1402 Broadway, New York City

# Indiana

*"the state without  
crop failures"*



**You can't cover  
INDIANA  
without using The  
Indiana Farmer's  
Guide.**

**It is Indiana's  
only farm paper  
and its coverage  
is complete.**

*"First in the Farm Homes of Indiana."*

## Over 140,000 Copies Weekly

Published every Saturday. Last forms close  
10 days prior to publication date. Rate  
\$1.00 a line. Write for further information.

## The Indiana Farmer's Guide

Huntington, Indiana

B. Kirk Rankin, Publisher.

Wm. G. Campbell, Gen. Mgr.

FARMERS in Indiana always have money to spend because the farm crops never fail in Indiana. The records of a century prove it.

Advertisers get best results by a steady, continuous, year-around advertising effort in Indiana.

There are no "buying seasons" because Indiana farming is widely diversified and the Indiana farmer's income is continuous.

Advertising is most effective when carried in The Indiana Farmer's Guide, the buying guide of Indiana farmers.

## Getting Student Trade Is Mainly a Matter of Knowing How

For a logical product to gain admission to the student market it is only necessary that its manufacturer advertise it in the student papers, at the same time merchandising it in the right way. But in order to find this right way, a prerequisite is an intimate knowledge of all the necessities, customs, buying habits and oddities that enter into the commercial side of student life. This specialized knowledge we have—greater, we believe, in scope and in power to apply it than any other source in the country.

The COLLEGIATE SALESMAN, describing all our activities and listing all student papers, sent on request.

Established 1913

**COLLEGIATE SPECIAL  
ADVERTISING AGENCY, Inc.**

503 Fifth Avenue, New York City  
37 So. Wabash Ave., Chicago  
314 Koerber Blvd., Berkeley, Cal.



*The*  
**Modern Packing**  
*that increases tablet sales*

An individual packing for each tablet—especially adapted for sampling campaigns. Widely used by leading manufacturers of national drug products.

**Economical Sanitary Attractive  
Prevents Deterioration**

Write our Manufacturers' Service Department for data showing comparative costs.

**SANITAPE**

**IVERS-LEE CO.**

215 Central Ave., Newark, N. J.

amount of story-telling copy such as used by Aunt Jemima in which both the convenience and the gastronomic appeal of the product have been emphasized. Perhaps the story-form copy has been temporarily impaired for food products because of its wide use for some remedies whose association with food products would not be happy for the latter. However, most of us like, and will continue to like, well-told stories whether they appear in the editorial or in the advertising columns. It very largely depends upon the skill of the copy writer.

The Campbell Soup Company has long been using the kind of copy that adds something in words to the appetite appeal they may have aroused by the illustration. Not only does the picture show a delicious ripe tomato, but the description of how those tomatoes are grown and picked and selected intensifies 100 per cent the emotion aroused by the illustration.

Even in candy and confection advertising there has been a greater use of longer copy, but in each case some definite substitute for an appeal to taste has been found. The reading of a good many pages of candy copy shows an effort to impress candy buyers with the idea that in giving a present it is not merely the thing that is offered but the thought that goes into the selection that is important. A very large part of the best candy is bought for presents. It is the purpose in giving a present to create a good impression of the giver. All this, of course, can be presented in an argumentative form. You can reason a man into this conviction, but you cannot reason with him or the recipient of his box of candy that it tastes good or that they like it.

Tobacco and cigarette advertising, of course, relies largely on the appeal to taste. Ten years ago tobacco manufacturers were giving numerous reasons why their tobacco tasted good, but reasons were unavailing if the user didn't like it. There was a





# Agency Men Play "Square"

They are glad to be guided by pertinent facts when available.

SUCCESS Magazine *has* such facts—forceful facts obtained from folks who buy SUCCESS.

## GET THESE FACTS!

See *who* read SUCCESS! And *why*!

Visualize what kind of a market these readers offer—their buying power for accounts you supervise.

All of this digest is in a book you may have for the asking.

This is the book that has surprised, informed and influenced a good many advertising agents who "play square."

Sending for it indicates that you're *that* kind of an executive.

# Success

*The HUMAN Magazine*

FOUNDED 1898 by Dr. ORISON SWETT MARDEN

251 Fourth Ave., New York

*New England Office:* 194 Boylston St., Boston

*Western Office:* 10 So. La Salle St., Chicago

P. S. December Issue, 180,000

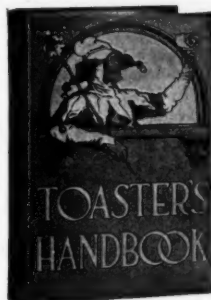
reaction from this and picture copy was used extensively with or without a slogan. Four years ago, five different manufacturers of cigarettes at the same time were using the picture of someone smoking a cigarette and smiling broadly. That may have had an effect on selling cigarettes, but the similarity of the copy for the different advertisers was so great that it could not have been very successful with individual brands.

Now there has come a reaction. The tobacco manufacturers are again appealing to taste through copy, but in a much subtler way. The popularity of extensive use is represented in a number of campaigns as evidence of pleasing taste. This form of appeal does not lend itself to presentation through illustration but is perhaps more convincing than most of the pictures which have been used so far.

When it comes to describing taste the English language is verbally "poverty stricken." We have only about a half-dozen words which describe taste, such as sweet, sour, bitter, fresh, stale and perhaps crisp and spicy; these pretty nearly cover the words which name some particular gust. The paucity of words that indicate palatableness naturally adds to the difficulty of slogan writing for foods, confections and tobacco. When the writer is at liberty to use longer forms, he is not nearly so dependent upon the words which so directly and immediately relate to taste.

The nature of tooth-paste copy has also changed very extensively within the last three or four years and while the prominent exhibition of a set of glistening ivories is still presented as an inducement for using one or another kind of tooth-paste, there are pages and pages of copy which go into a discussion which is more or less scientific.

It is evident that educational copy which has recently comprised so great a part of the tooth-paste advertising has been strikingly successful. Statistics show that the number of people



4000  
Jokes

1025  
Pages

2 Vols.  
\$1.80  
Each

## and More Toasts

Jokes under Subjects  
arranged alphabetically, e.g.

### POLITICS

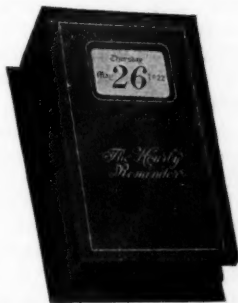
"I'm studying political economy."

"Why economize in politics? It's not done."

Springfield Republican says: "All who enjoy good jokes will be glad to get hold of this collection."

The H. W. Wilson Company  
953 University Ave., New York

## THE HOURLY REMINDER



## A DAY-TO-A-PAGE DESK CALENDAR

ruled for hourly engagements. Published in De Luxe Cloth, Leatheroid and Real Leather, all styles are refillable with new pads yearly. Particularly suitable for executives and those desiring a desk calendar of the better kind. These Calendars are distinctive and make ideal Christmas gifts as an advertising medium.

Retail - \$2.50 Upwards  
Special price for quantities

THE ABBOTT PRESS  
251 WEST 19TH ST. NEW YORK CITY

## Unusual Opportunity for Agency Man

An advertising man of character and ability, who is capable of closing new business, is offered an unusual opportunity by a nationally recognized New York Agency.

He will be backed up by creative service of unusual distinction which has established for the agency an enviable standing. He will make full use of this service and devote his time almost entirely to the development of business.

It is not essential that he come with some business but he must be the right type of man with constructive and result-producing ideas.

A man who can qualify and produce a satisfactory yearly billing can secure a substantial income, on a liberal profit-sharing arrangement. Such a man is looking forward to an interest in some sound agency after he has made good.

This is a Christian Agency of medium size, and handles some well-known accounts.

Confidence fully respected. Preliminary negotiations through a third party agreeable.

Address "J," Box 175,  
Printers' Ink, New York City

buying tooth-brushes and presumably using them has been very greatly increased in the last five years. The growth has been from about 30 per cent of the population to between 40 per cent and 45 per cent. Excellent as that showing is, it is still a sad commentary on the American people and indicates that there is still an undeveloped market greater than the one that now exists. Evidently the advertising of dental accessories will continue to grow.

In Professor G. B. Hotchkiss' book, "Advertising Copy," chapter 7, is an unusually good discussion of this subject. Among other things he says:

"If an automobile is beautiful, the picture of it will tell the story plainly enough, but the picture cannot reveal the depth and softness of the upholstery, the easy response to the touch of guiding fingers, or the smooth flow of movement over the roughest roads. A picture can show the shape and perhaps the color of a cake of soap, but it cannot show the fragrance. Similarly, the artist may reveal the beauty of a complexion, but it takes the copy writer to add the softness of 'a skin you love to touch.' The virtues of perfumes and pianos, of things to eat or drink or smoke, cannot be completely represented by pictorial art."

### Bank Copy Capitalizes on Cross Word Puzzles

A tie-up with the current interest in cross word puzzles has been secured by the West End Trust Company, Philadelphia. Each of a series of puzzles has such words spelled out as refer to the bank. In each advertisement appears the following: "Cross Word Puzzles Are Like Savings Accounts—Once You Begin, the Interest Grows!" Answers are mailed upon written requests.

### Louis K. Liggett Heads Postindex Company

Louis K. Liggett, head of the United Drug Company, Boston, has been elected president of the Postindex Company, recently reorganized, also of Boston. Charles E. Atwood has been elected vice-president and general manager. The company manufactures a line of visible index systems.

# TYPES

A good new type comes out about once in two years. It is at once adopted by hundreds of advertisers and is soon "done to death."

There is one new printing plant in town which has not only all the good standard types but a number of exclusive ones as well.

If you desire a distinctive note in your printing, give us a call on the telephone.

DOUGLAS C. McMURTRIE, INC.  
240 West 40th Street ∴ New York City  
Pennsylvania 8060

# ADVERTISING MANAGER

Middle West Manufacturing Company distributing popular nationally advertised specialty needs competent Advertising Manager—with the ability and energy to successfully promote sales plus technical experience necessary to the purchase and production of catalogs, window displays, etc. Advertising appropriation approximately one million dollars. To save time please give full particulars of experience and expectations in first letter—all applications confidential.

Address "W," Box 32, care of  
Printers' Ink

## Oil Stock Promoters Active in England

An increase of more than 50 per cent in the number of oil stock promoters operating in London, England, has been reported to the National Vigilance Committee of the Associated Advertising Clubs of the World in the last three months, according to Lou E. Holland, president.

This condition, he said, was accompanied by a decrease in the number of fraudulent oil promoters in America and indicates how effectively the exposure of Dr. Frederick A. Cook and scores of other prominent oil promoters by the Vigilance Committee and its forty affiliated Better Business Bureaus and their prosecution by the United States Post Office Department, has curbed the efforts of these blue-sky promoters.

Of approximately 200 men held in connection with the Fort Worth, Tex., oil frauds, Mr. Holland explained, all who have thus far been tried either pleaded guilty or were found guilty by the court. Eighty-five have yet to be tried.

Oil promoters operating in London and endeavoring to dispose of leases in alleged oil lands in Oklahoma and Texas, are reported to have met with little success. The twenty-three advertising clubs or associations with headquarters in London are planning an extensive campaign against them.

## Smith & Ferris Augment Staff

G. B. Forrest, formerly promotion manager of the H. W. Gossard Company and the Acme Packing Company, both of Chicago, has joined the staff of Smith & Ferris, Los Angeles, Calif., advertising agency.

Other new members who have joined the production department are: S. H. Rice, Ruth Spangler, Miss B. S. Foth, and Mrs. C. D. McCune.

## Appoints Advertising Representatives

*Store Operation*, Cleveland, has appointed Wheeler & Northrup, Chicago, as its Western advertising representative. Frank Lindquist, Allston, Mass., has been appointed New England representative.

## H. F. Willson Joins "The Elks Magazine"

H. F. Willson has joined the Chicago advertising staff of *The Elks Magazine*. He was formerly with the Chicago office of *Farm and Home*, Springfield, Mass.

## Has Latex Tire Account

The Latex Tire & Rubber Company, Fond du Lac, Wis., has placed its advertising account with The Broome & Sando Company, Dayton, Ohio, advertising agency. Business papers and magazines will be used.

The **4** things you demand  
are the **4** things you GET in

## College Humor

"The Best Comedy in America"

### 1. Natural Growth

1921 . . . . . 50,000

1925 . (with the first issue February) **300,000**

A. B. C.  
Guaranteed

### 2. Voluntary Sale

**College Humor** is sold on demand, editorial merit alone—people want it, like it and promote its growth by telling others about it. A natural growth of a nationally successful magazine.

### 3. Distribution

**College Humor** is a national magazine; sold on 35,000 newsstands in the U. S. A.

### 4. Readers

**College Humor** is read by prosperous, educated, money-spending people. (College graduates predominate). It undoubtedly enjoys more readers per copy than any other magazine published.

Rates—\$2.00 per line.

—\$850.00 per page.

New York  
George W. Stearns  
Flatiron Bldg.

B. F. Provandie  
Advertising Director  
310 S. Michigan Ave.  
Chicago

Los Angeles  
Gordon Simpson  
Chapman Bldg.

*these are some of the very good*  
**PRINTED BAGS we make**  
**FOR EVERY PURPOSE**



BRUSHES & BREAD  
 LARD & LINGERIE  
 DIAPERS & DYNAMITE  
 PEANUTS & PISTON RINGS  
 PRETZELS & POWDER PUFFS  
 COFFEE & CORSETS  
 HAIR NETS & HOSIERY  
 HOE HANDLES & HOG FEED  
 DISHES & DOUGHNUTS  
 BISCUITS & BATTERIES  
 CHOCOLATE & CHEESE  
 TIMING GEARS & TEA  
 FLOUR · UNDERWEAR · SAWS



GLOVES · POTATO CHIPS · FAN BELTS  
 AND OVER A HUNDRED OTHER THINGS

We often supply bags printed in two or more colors at less than the cost of wrapping the product in plain paper. Send us a sample package of your merchandise for estimates on the paper container or suggestions for improving its display value. It places you under no obligation and we would welcome this opportunity of serving you.

*Let us send you a collection of representative bags - - - you may find a new type of bag that will make you more profit*

**THOMAS M ROYAL & CO**  
 5844 Seventh Street  
 PHILADELPHIA PA



# John Sullivan Resigns from A.N.A.

Association of National Advertisers Accepts Resignation, Made Imperative by Ill Health

*Special by Wire*  
From PRINTERS' INK Convention Headquarters, Atlantic City

AT the opening session of the annual meeting of the Association of National Advertisers held at Atlantic City, November 17, 18 and 19, President P. L. Thomson reported that John Sullivan had resigned as secretary and treasurer. Illness had made such a step necessary, after ten years of service.

The news was a distinct surprise to the membership of the association. Mr. Sullivan had sent his resignation to the directors only the day before. While the news was being given to the association he was confined to his bedroom in the very hotel where the convention was being held. He had hoped to be in attendance at the convention and present his resignation personally.

In giving the news of the resignation President Thomson said: "For two years Sullivan has been a patient sufferer. Lately his condition has become acute. With needs of the association foremost in his mind and realizing that a leaderless organization could not function, he tendered his resignation last night." Mr. Thomson then read the following resolution, signed by the directors:

Whereas, John Sullivan has held for ten years the position of secretary-treasurer of the Association of National Advertisers, and

Whereas, during that time he has devoted himself with tireless energy and unwavering loyalty to the advancement of the interests of this Association and to the constructive development of all advertising and

Whereas, because of ill health he has found it necessary to relinquish his duties as secretary-treasurer, which resignation has been reluctantly accepted, now therefore,

Be it resolved, that we, the Board of Directors of the Association of National Advertisers, do hereby express our deep appreciation of the splendid and invaluable service rendered by him to this Association and our sincere hope that he may achieve a speedy and complete recovery.

Alan C. Reiley, of the Remington Typewriter Company, paid a

great tribute to Mr. Sullivan for his work for the association, saying that the success of the association was due in large measure to him. It was then moved that the association as a whole present to Mr. Sullivan a resolution of appreciation of his work. A committee of four past presidents was appointed to draw such a resolution.

In his annual report President Thomson stated that forty-five companies have been added to the association's membership during the year. He endorsed the research movement recently inaugurated by the American Association of Advertising Agencies. "There can be no conflict," said Mr. Thomson, "between organizations honestly seeking for the truth. Surely there is enough work in the field of research for these two and other organizations to carry on without any danger of conflict, and there will be credit enough to go around."

An important part of the report dealt with the need of educating the public on the economic aspects of advertising. On this subject Mr. Thomson said:

"Some good work has been done in that direction, but I think we must face the fact that when it is undertaken or supported mainly by publishers, printers, agents, or others who have a selfish financial interest in stimulating the volume of advertising the public is almost certain to discount the effort. This is basically the trouble with advertising expositions, which in spite of the professed object of emphasizing the economic utility of advertising ordinarily emphasize rather the mechanical aspects of the making of advertisements, and the vast amount of money spent. But we advertisers have an entirely different standing in the public mind and we must be able to justify our advertising to the consuming public as an economical link in the chain of dis-

tribution, a force in creating markets and a factor for education and good-will building. First of all, therefore, we must be sure that our advertising does measure up to these standards."

### New Accounts with W. A. Grant

The Mercedes Motor Company, Inc., New York, has placed its advertising account with W. A. Grant, advertising agency, of that city. Magazine advertising is being used.

The Hotel Astor and Fontanis, Inc., New York, perfumes, also have appointed W. A. Grant to direct their advertising. Newspapers outside of New York will be used by the Hotel Astor while Fontanis perfumes will be advertised in magazines and trade papers.

### Becomes Anfenger Advertising Agency

The Anfenger-Jacobson Advertising Company, St. Louis, has changed its name to the Anfenger Advertising Agency, Inc. Louis E. Anfenger is president; Enno D. Winius, vice-president, and Charles H. Trapp, secretary. There has been no change in the personnel since the vacancy caused by the death of D. L. Jacobson, which was previously reported in *PRINTERS' INK*.

### F. J. Coupe, Vice-President, Dorrance, Sullivan

Frank J. Coupe has resigned as vice-president and sales manager of the Sonora Phonograph Company, Inc., to become vice-president of Dorrance, Sullivan & Company, New York, advertising agency. Mr. Coupe, who has been with the Sonora company for the last eight years, will make this change on December 1.

In joining the Dorrance, Sullivan agency, where he will devote his attention to merchandising and advisory work, Mr. Coupe returns to agency work. He was at one time a partner in the agency of Coupe & Wilcox, with which he was associated for ten years. Later he joined the Redfield Advertising Agency, as vice-president, which he left to join the Sonora company.

### Buys Montreal Business of Smith, Denne & Moore

The Montreal business of Smith, Denne & Moore Ltd., advertising agency, Toronto, has been bought by The James Fisher Company Ltd., advertising agency, also of Toronto. This change of ownership becomes effective January 1, 1925, and until that date the business will be continued under the name of Smith, Denne & Moore.

The Montreal business was started in 1918 under the management of Harold M. Reid, who will continue as manager, becoming associated with the Fisher agency.

## This May Be Your Opportunity

A well-known Middlewest advertising agency of twelve years' standing has an attractive proposition to offer some agency man who has created desirable accounts.

The man we have in mind is now with some agency—either as salesman, account executive, or perhaps he is a partner or stockholder in another agency, and desires to make a change for reasons best known to himself.

Tell us something about yourself, the character of accounts you have in mind, and we will lay our cards on the table face up. Negotiations in strict confidence. Address "Expansion," Box 36, care Printers' Ink, New York.

---

---

## We Need This Man !!!

- HE IS . . . . . between 24 and 30 years of age.
- HE HAS . . . . . advertising knowledge either in Agency procedure or Direct Mail advertising, and most of all  
GOOD ADVERTISING SENSE.
- HE POSSESSES . . . initiative, intuitive instinct, creative ability, artistic feeling and the **SELLING URGE.**
- HE IS . . . . . honest, thorough, loyal, and wants to get ahead.
- HE HAS . . . . . slightly better than the average education, culture and ideals.
- HE DOES NOT . . . object to traveling.
- HE WISHES . . . . to be trained in selling a fine OFFSET DIRECT ADVERTISING SERVICE to a select clientele in the middle west.
- HE DESIRES . . . . adequate compensation during the first year while learning a business that is both interesting and lucrative.
- HE WILL . . . . . write the most complete survey of himself and in strict confidence tell us everything he would want to know were he seeking a representative such as we desire.

*Only written applications will be considered.*

### THE STUBBS COMPANY

Complete plant devoted exclusively to  
COLOROFFSET ADVERTISING

Home Office

**DETROIT**

**BUFFALO**

**CHICAGO**

**MINNEAPOLIS**

---

---

## Southern Newspaper Plant For Sale at Bargain

The Charleston American offers its entire plant, including real estate and equipment for sale at a bargain. This plant is located in the heart of the city on one of the best corners in town, measuring fifty-one (51) feet on Meeting Street, and one hundred-seven (107) feet on Society Street, including one three-story brick building, with newsprint warehouse adjoining, and one two-story brick pressroom with composing room above; containing editorial rooms, business office, circulation department and complete and well-arranged newspaper layout. Together with one 32-page Duplex Press with color deck, linotype and Intertype machines, stereotyping outfit, safes, files, desks, chairs, furniture, and all appurtenances of any and every kind needed in the operation of a modern daily morning or afternoon newspaper. This plant is ready to be operated by simply turning on the switch. Terms: Cash, or one-third cash and the balance in three annual payments. Price extremely cheap. Communicate with John I. Cosgrove, Attorney, 45 Broad Street, Charleston, South Carolina.

## Wanted: Free Lance Advertising Man

A small, live-wire, growing New York agency has an opening for a creative advertising man who knows direct-mail from copy to press and who can come into their organization with one or two accounts which he is now handling and which will make him more or less self-supporting.

Advantages: The plan provides that he can render his present accounts better service, make more money, and develop and grow with the coming agency not as an employee, but as a part owner.

In letter give full particulars and enclose samples of work.

Address "K," Box 176, care of Printers' Ink.

## Advertising Used to Fight "Gun-Toters"

Advertising has been enlisted to fight "gun-toters" in the State of Michigan. In an effort to curb a wave of banditry and other forms of crime growing out of the carrying of concealed firearms in defiance of Michigan laws, advertising is being employed by Clarence L. Ayres, president of the American Life Insurance Company, Detroit.

The law is being evaded principally through the use of the mails to obtain revolvers and pistols. The advertising is designed so to arouse public opinion against what is characterized as "demoralizing and unpatriotic influences" that unlawful "gun-toting" will be stamped out.

Newspapers throughout Michigan are being used. Prizes of \$100, \$50 and \$25 and 165 prizes of \$5 each, totaling \$1,000 are being offered in a contest closing December 1 for contributions from residents of the State submitting the best reasons why the revolver traffic should be denied the use of the government mails.

## New Kansas City Advertising Business

Leslie C. David and George J. Taliaferro have formed an advertising business under the name of the David-Taliaferro Company at Kansas City, Mo. Both were for many years with the advertising staff of the Kansas City Post. Mr. David has recently conducted his own advertising business. George H. Greenfield, formerly engaged in advertising work in New York, has been appointed manager of the copy department.

## Will Represent "Meat Merchandising"

*Meat Merchandising*, a new retail meat trade monthly magazine which will start publication at St. Louis in January, as recently reported in PRINTERS' INK, has appointed J. A. Carter and R. F. Farnham, publishers' representatives, Chicago, as its advertising representatives in that territory.

## A. O. Roberts with Velie Motors

Arthur O. Roberts has been appointed assistant advertising manager of the Velie Motors Corporation, Moline, Ill. He was formerly with the advertising and sales promotion departments of the Maxwell-Chrysler organization, Detroit.

## J. H. Perry Buys Another Pensacola Newspaper

John H. Perry, publisher of the Pensacola Journal, morning newspaper, has purchased the Pensacola News, evening newspaper. Dudley C. Barrow will be business manager of both publications.

**For the first time**

in the history of  
sportsmen's maga-  
zines, one of them  
guarantees

**100,000 net**

**FIELD & STREAM**

guarantees an average  
monthly sale of 100,000  
copies during 1925 by  
A. B. C. audit.

For over ten years this  
magazine has led its  
field in advertising carried  
—this year

**leading by 45%**

**Field &  
Stream**



*An Authoritative Book of Interest  
to Every Packer in Glass  
Sent on Request*

**O**N the Science of Sealing Bottles and Jars", by R. Stuart Owens, A. B., traces the history of corks, stoppers, caps and seals and of the art of sealing from the earliest crude beginnings to the modern scientific phase.

It devotes special attention to the now most important question of *re-sealing*.

This book is of interest and value to every man connected with either the packing or merchandising of food products, pharmaceuticals, toilet requisites, candies and all specialties packed in glass.

A copy of "On the Science of Sealing Bottles and Jars" will be mailed to any reader of Printers' Ink with our compliments on request.

**NATIONAL SEAL COMPANY, Inc.**

14th Avenue and 36th Street

Brooklyn, N. Y.

## Cut Loose from Secret Rebates

(Continued from page 6)

The special concession is an easy thing to get into. There is always what appears to be a most laudable reason for making the arrangement in the first place. The salesman developing a hard market can often save a whole year's work by getting a good entering wedge in the form of special effort from one big dealer in return for an inside price. And on the face of things there is a sound argument for making the concession in that particular case.

But the tender heart of the average salesman is such that, permitted to make such concessions at his discretion, he is inclined to slide right to the bottom and stay there. And just as not one in twenty can be trusted with a sliding scale, so not one in twenty who have been given a sliding scale and sell with it ever manages to come back, once the house takes the drug away from him.

But there is another side to it. The granting of concessions is rarely a secret. Other salesmen know of it. Many dealers know that so and so is getting it. Competitors know of it, because most dealers who get a concession brag about it or use it to induce other concerns to make similar or greater concessions. And the fact that it is being done and it is known that it is being done has a thoroughly unwholesome effect on every dealer who is not getting a concession and every salesman who is not working with that privilege.

Here is what one sales manager told us after two years' operation with all concessions eliminated: "It is true that several of the big accounts which formerly enjoyed concessions from us are buying less now without concessions than they bought formerly. But it is true, too, that our business as a whole represents much larger volume.

"Many dealers who were not getting these concessions resented our giving it to others and not to

## Sales and Advertising Manager

He is now Sales Promotion and Advertising Manager for a prominent Eastern firm, having held that position for the past 5 years. He believes that the record he has made there, and his 8 years' previous experience as a sales and advertising executive, qualify him for a still better position.

Would make an excellent Sales Manager for some good-sized firm that needs an able and well seasoned man. He has worked with hundreds of dealers, and knows their problems, is a good merchandiser, and can handle men.

He is 38, an American and a college graduate. Would expect a salary of \$8,000.

Address "L," Box 177, Printers' Ink.

## WE WANT

A young man for our advertising department, with a background of successful writing experience in the retail clothing and furnishing field. One who knows the dealers' problems and can talk to them in their own language. A good layout sense and working knowledge of advertising production necessary. Must be able and willing to accept responsibility. A permanent and profitable connection with a reputable manufacturer for the man who measures up. Give age, business experience, present salary, and include samples of your work, if possible. No confidences will be betrayed and samples will be taken care of.

Address "T," Box 31, care of Printers' Ink, 230 So. Clark Street, Chicago, Ill.

## Copy Man Wanted

Ohio agency has an immediate opening for a real copy man. Mail order experience is essential. Must be convincing writer. Good salary and opportunity for rapid advancement. State experience in detail and salary wanted. Send samples of work. Members of our organization know of this advertisement.

Address "M," Box 178,  
care of Printers' Ink.

## A Rare Combination For Sale

A Sales Manager who also understands the fundamentals of advertising and how to apply them, and can write appealing sales literature.

A man of analytical turn of mind, who believes in careful planning, but is not a "desk-artist" and has the personality and poise required to lead (not drive) other men, and build prestige for his house in influential quarters.

A modern, progressive executive, conservative in his methods, and with one eye always on the net profits column.

A university graduate, 36 years old, married, American born, Protestant.

He has been Sales Manager for his present employers for three years, and is secure, but is leaving on account of unsatisfactory working conditions.

This man honestly believes he can be of real service to somebody who is broad-minded enough to give him definite responsibility and commensurate authority.

*Not on the Bargain Counter, but  
Reasonable About Remuneration*

Address "B," Box 34, Printers' Ink

them. Now, realizing that nobody gets a better price than they do, that resentment is gone. And gradually we are coming to enjoy a more thorough respect from the trade as a whole. It has made our house and our line seem much finer to the trade. The average dealer will surely take any concession he can get, but he never has any real respect for the house that gives it. And he is always wondering if he really is getting the best possible price."

Competition is such that every house owes to its customers and to itself to sell at the lowest possible price, consistent with good business. That being so, if it is possible to lower the price, it should obviously be lowered to all, just as when it must be advanced, it should be advanced to all. Any other way is unfair to the trade and, in the long run, of disadvantage to the house itself.

### H. N. Loeb Associates with P. A. Christol

Harold N. Loeb has become a member of the firm of P. A. Christol & Staff, advertising, Cincinnati, which has changed its name to Christol, Loeb & Staff. The firm will continue to syndicate a retail advertising service and, in addition, will function as a general advertising agency. Mr. Loeb formerly conducted a general agency for several years in Cincinnati under the name of H. N. Loeb & Company.

### M. A. Osborn, Director, United Hospital Fund

Minott A. Osborn, who has been engaged in advertising work in New York for a number of years, has been appointed director of the United Hospital Fund, New York. Until recently he had been alumni secretary of Yale University.

### J. L. Ferguson with "Literary Digest"

J. L. Ferguson, for the last four years with the automobile department of the Chicago *Herald and Examiner*, has joined the Chicago office of *The Literary Digest*.

### S. C. Boynton with Detroit Printer

Sidney C. Boynton has become a member of the staff of the Howe Printing Company, Detroit, where he will organize a direct-mail advertising service.



## What Do You Know of Foreign Trade?

**T**HE time is near when every salesmanager and every advertising manager will have to count on a certain proportion of export business to fill his sales quota. Far-sighted executives are preparing for the future by studying export methods now.

## EXPORT TRADE AND —FINANCE—

is the only weekly magazine devoted exclusively to export sales and merchandising methods. Here are a few typical articles which have appeared in recent issues.

**The Underlying Policy of Packard's Foreign Advertising,** by B. C. Budd, Export Manager, Packard Motor Car Co.

**How Wrigley Created a Consumer Demand Abroad,** by A. T. Atwater, Vice-President.

**House to House Selling in Cuba,** by F. S. Beveridge, Vice-President, Fuller Brush Co.

**Where Draw the Line in Mailing Catalogs Abroad,** by B. Olney Hough, Export Counselor.

**Foreign Sales Contest Plans of the Remington Typewriter Co.,** by James S. Martin, Foreign Advertising Manager.

**Selling Quaker Oats in Latin America,** based on an interview with W. A. Moran, Export Manager.

*and commencing in the current issue*

### European Merchandising and Advertising Methods

by W. G. Hildebrant, President of Gotham Advertising Agency

A series of articles based on observations and experiences of an extensive trip of investigation through the leading European countries made during the past few months.

### Special Offer

Mail this coupon with \$1 for the next 12 issues and learn how other leading manufacturers are developing foreign trade.

EXPORT TRADE & FINANCE  
280 Broadway, New York

Enclosed find \$1. Send me the next 12 issues of EXPORT TRADE & FINANCE.

.....

.....

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1883 by George P. Russell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK  
CITY. TELEPHONE: ASHLAND 6500. President  
and Secretary, J. I. ROMER. Vice-President,  
R. W. LAWRENCE. Treasurer, DAVID MARCUS.  
Sales Manager, DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank  
Building, DWIGHT H. EARLY, Manager.

Atlanta Office: 704 Walton Building,  
GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building,  
A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street,  
M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto,  
H. M. TANDY, Manager.

London Office: 40-43 Norfolk Street,  
C. F. RUSSELL, Manager.

Issued Thursdays. Three dollars a year, \$1.50  
for six months. Ten cents a copy. Foreign  
Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60;  
quarter page, \$30; one inch, minimum \$9.10;  
Classified 65 cents a line, Minimum order \$3.25.

JOHN IRVING ROMER, Editor  
ROBERT W. PALMER, Managing Editor  
JOHN ALLEN MURPHY, Associate Editor  
ROY DICKINSON, Associate Editor  
ALBERT E. HAASE, News Editor

## EDITORIAL STAFF

C. B. Larrabee Roland Cole  
E. B. Weiss Bernard A. Grimes  
Ralph Rockafellow Thomas F. Walsh  
James H. Collins, Special Contributor

Chicago: G. A. Nichols  
D. M. Hubbard

Washington: James True  
London: Thomas Russell

NEW YORK, NOVEMBER 20, 1924

## Pushing Pet Formula Buttons

"I know an advertising manager who recommended adding more salesmen rather than beginning a larger advertising campaign, because his diagnosis of the conditions revealed that that was the sensible and logical thing to do. In this case the management expressed surprise. They were under the impression that every advertising man thought advertising was a cure-all for every business ailment. Today that man still directs the advertising; but, by following this type of practical judgment in other instances, he is now an important factor in the management of the business."

That paragraph is taken from

an address delivered by Julius S. Holl, advertising manager of the Link-Belt Company, before a recent meeting of the National Industrial Advertisers' Association. We are glad that Mr. Holl related that incident. We are glad, not because there is anything unusual in the attitude which this advertising executive took, but because the fact needs emphasis that good advertising men always take that attitude.

PRINTERS' INK has been saying for years that advertising is not a thing apart from business. It is not a separate entity. Advertising and business are so intimately related that one cannot be segregated from the other. Hence a man cannot be a capable advertising executive unless he is first of all a good business man. Good business men do not handle their problems by prescribing cure-alls. They have learned that there is no one best way to tackle a situation. Every separate condition that arises must be dealt with on its merits.

If it is a selling or advertising question that confronts the executive, there are a hundred different answers. He will not always prescribe advertising or more advertising or different mediums. Neither will he, merely by pushing his pet formula button, prescribe more salesmen or less salesmen or different sales methods. He will recommend what his judgment, backed by his experience, calls for. The executive who would use stock prescriptions would soon exhibit his unfitness for his position.

In nearly all well-managed businesses we find that all the different activities of the organization are carefully co-ordinated. The advertising, sales, financial, manufacturing and other departments are not pulling in opposite directions. They are working together under the plan of the general management. To paraphrase the famous saying of Booker Washington, these departments in handling their individual tasks, may be as separate as the fingers and in all things pertaining to the good of the business be as whole as the hand.

### **Preparing Retailers Against January**

In the midst of their altogether timely and proper efforts to induce retailers to make the most out of their fall and holiday selling opportunities, some manufacturers are not paying enough attention to January, which is the worst time in all the year for retail sales. At the close of business on December twenty-fourth retail business, relatively speaking, shuts down with a bang.

Then comes a protracted resting spell. Inventory is taken—perhaps. Advertising is suspended on the idea that people have been surfeited with buying during the holidays and that it is no use to ask them to buy more. In a week or two the dealer begins to think he had better do something to force trade. He orders some new goods with the object of putting on some mid-winter sales. By the time he gets squared around and in fair working order again February has come and the store's lost momentum is hardly recovered till March.

Some progressive manufacturers who realize that the retail store cannot afford to lose a single day are urging dealers to prepare now for January—to make their plans for keeping things going ahead as rapidly as possible during that trying time when people are disinclined to buy. "Order your January goods now," these manufacturers urge in effect. "Plan your January special selling and arrange for your advertising. Then forget about all these things until the day after Christmas. At that time, after inventory is taken, rearrange the stock and start out energetically after business without delaying a single day."

There are many advantages to a dealer in starting the year on this plan even though he may have little business in January. His selling machine is kept steadily at work. Then, when business does begin to come, he does not have to devote precious time to

getting ready. Whatever is accomplished during January makes just that much easier the task of realizing the desired net profit for the year.

### **The Banker as a Key Man**

"A little more advertising to city bankers concerning some of the necessary equipment that the farmer needs to buy would not be at all wasted," Ralph Van Vechten, vice-president of the Continental & Commercial Banks of Chicago told **PRINTERS' INK** a few days ago. "City bankers sometimes overlook the fact that the farm is fundamental to prosperity and of course their views often influence the country banker to whom the farmer comes for credit." Mr. Van Vechten was discussing some of the advertising of the C. L. Best Tractor Company in a banking magazine. This advertising aimed to show bankers that the loan to a farmer to buy a tractor, when the latter has work enough to keep it going, is a good loan; and it quoted one of its dealers to the effect that he had never been compelled to foreclose on any of the Best tractors he had sold.

It often happens that the actual user of a piece of equipment in the farm, industrial or some other field is not the only one who must be sold on the equipment as a time saver, a bigger producer or money maker. Whether the equipment really will be sold may depend on some key or pivot man whose decision constitutes the last word. Reaching him in many cases is a job for advertising.

For a long time advertisers of building materials have recognized the importance of the architect as a key man. They have directed their messages to him and shaped much of their advertising material to meet his requirements. Have not many advertisers forgotten that the banker frequently stands at the real source of sales, that he is a man whose good-will they need and that he is always ready to weigh and analyze values? Speaking to

his associates recently, Loid Rainwater, president of the Arkansas Bankers Association, said: "The last four years have made it possible for you to tell your customer what he is to plant on every acre if he gets your money. If he goes across the street and the other banker is not a slacker and is patriotic, he will either send him back or tell him the same thing. I recently demanded of a client that he buy three cows (the bank to pay) for his wife and children to sell cream to a dairy. He resented it and changed to one of my competitors who, after hearing his story, demanded that he buy five. He came back penitent, has the cows and is happy—and wants more."

The manufacturer who finds that bankers exercise an influence in the sale of his product can take encouragement from the fact that bankers as a group are constantly learning more about advertising and as a consequence, understanding it better. They are interested in how a manufacturer advertises to the general public. Many incidents could be cited to prove that. With this as a basis, why is it not reasonable to assume that they themselves will read, study and be influenced by advertising directed specifically to them? The banker's position as a key man must be evident to many manufacturers. He is not the only man to be sold, but in many cases no one is more important than he.

### "Health in the Home" Appeal

We are told that when American soldiers were first being billeted in French farmhouses there was much alarm lest the ventilation of such houses have a bad physical effect upon them. A bacteriological count was made of a number of such houses by American medical officers. What was the result? The French farmhouse, because it is not hermetically sealed and because it still has an open fireplace, scored a better rank on the question of health than the American home.

We tell this story in order to jar complacency on the subject of health in the home, so that we may then proceed to point out an overlooked advertising appeal that many manufacturers could use. It's the appeal of "health in the home." Paradoxically, such an appeal is a good selfish selling one and yet an altruistic one for the nation as a whole.

Tourists' resorts, sporting goods and foodstuffs manufacturers have talked health in their advertising copy to their own profit. The home, however, save for the bathroom and the kitchen, has been neglected on the health appeal.

Why shouldn't manufacturers of ventilating apparatus raise a cry of alarm on the disappearance of the open fireplace with all of its benefits as a ventilator? After raising such an alarm they could very well write selling copy that would explain their more scientific system of ventilation. Furnace manufacturers, too, should look into the health appeal from the ventilation standpoint.

From the linoleum advertiser to the manufacturer of draperies there is material for selling copy in this appeal of "health in the home." It is, in fact, an appeal to be used by any of the host of manufacturers whose products can improve mental and physical health in the home.

### The Essence of Eloquence

PEOPLES SAVINGS AND TRUST CO.

PITTSBURGH, PA., Nov. 14, 1924.

Editor of PRINTERS' INK:

... What better occasion than this for me to give three cheers for PRINTERS' INK? Not that you need it.

Your records will show that I have been reading it for about ten years, which is the essence of eloquence as relates to appreciation.

PEOPLES SAVINGS AND TRUST CO.,  
JOHN A. PRICE.

### Charles McDougal Harvey Dead

Charles McDougal Harvey, president of the Confectioners' Journal Publishing Company, Philadelphia, died recently in that city at the age of sixty-six. He had been associated with the *Confectioners' Journal* since 1876. In 1894 he became managing editor and president of the corporation.

## Newell-Emmett Company

*Incorporated*

*Advertising • Merchandising Counsel*

120 WEST THIRTY-SECOND STREET

*New York*

AN ADVERTISING  
AGENCY FOUNDED  
ON THE IDEA OF  
RENDERING SUPER-  
LATIVE SERVICE TO  
A SMALL NUMBER  
OF ADVERTISERS

### CLIENTS

Liggett & Myers Tobacco Co.

Johns-Manville Incorporated

Western Electric Co.

American Chicle Company

The T. A. Snider Preserve Co.

"NOT HOW MUCH, BUT HOW WELL"



---

## General Cigar Co., Inc.

"Our Mr. Fred. Hirschhorn, President and Mr. Wm. Best, Vice-President and General Sales Manager, in addition to this Department, are subscribers to PRINTERS' INK and PRINTERS' INK MONTHLY. From time to time we have taken occasion to reproduce some very splendid articles which have appeared in your publications, in our house-organ which circulates among the sales organizations marketing our products throughout the country.

"In this Department we have a file of all the past issues for a period of several years back, for we really feel that their contents, for the most part by far, are of a very worthy nature at all times.

"More power to you!"

GENERAL CIGAR CO., INC.,  
*Advertising Department.*

## TODD PROTECTOGRAPH COMPANY

(ESTABLISHED 1899)

"We take this opportunity to express our appreciation to PRINTERS' INK for the sales and advertising suggestions it has brought us throughout these many years.

"We regularly receive both the MONTHLY and the WEEKLY and pass them from Department to Department.

"Our Treasurer, Mr. G. W. Todd, only a few weeks ago, picking up a copy of the WEEKLY, remarked that he remembered when PRINTERS' INK was just a little tiny publication with a few pages.

"Judging by your present high editorial standard we shall probably be among your subscribers for another 25 years."

TODD PROTECTOGRAPH COMPANY  
R. J. Foster, *Advertising Manager.*

---

# The Little Schoolmaster's Classroom

THE advertising artist, if he be at all resourceful, is able to get an idea quickly across which might be difficult to put interestingly into words, or which, in text, would be admittedly tame.

To the Schoolmaster's file of these picture-stories two striking examples have been added this month.

One was used in connection with an advertisement for material used in insulating houses to keep out the cold. The main thought was expressed in this headline: "Wrap a comforter around your house."



A PICTURE THAT SCARCELY NEEDS A  
CAPTION

The larger picture was of a workman putting on the product. A smaller and really ingenious illustration showed a winter landscape, a house, and over that house, snugly embracing it, a big comforter. You instantly "got the idea."

Armco gives us the second example, with a headline which says: "Iron Umbrellas to shelter half a million people." The text has to do with the roofing of rust-

resisting metal placed over the stations of the Chicago Elevated Lines. Every day 540,000 people travel on these lines and more than 5,000 trains run daily. The artist has drawn a spectacular picture of a great iron umbrella, dripping in the rain, as it covers and protects the city, in miniature, beneath.

The Schoolmaster admits a weakness for such imaginative ideas as this.

\* \* \*

Where shall business look for its executives?

On the fiftieth anniversary of his entrance into the organization John G. Shedd, president of Marshall Field & Co., told the Schoolmaster an anecdote of Mr. Field which has an interesting bearing on this question. An important executive had left the company. Someone asked Mr. Field what he was going to do about it. Without hesitation he answered, "I am going to hire another office-boy." That terse reply epitomized the long-established Field rule of filling its high offices from the ranks, its own ranks.

Other organizations, however, find themselves practically forced occasionally to go outside their own ranks for an executive. The choice of Charles M. Kittle, a railroad man, as president of Sears, Roebuck & Co., is an interesting case in point.

Mr. Kittle began his career as water boy with a railroad section gang at the age of fourteen. Since then, a matter of thirty years, he has always been a railroader, rising steadily to the office of senior vice-president of the Illinois Central. Some may lift their eyebrows in polite surprise at the idea of making a man, who has never concerned himself with selling and merchandising, president of the biggest mail-order business in the country. Sears, Roebuck, however, did not look around for a merchandiser when Julius Rosenwald decided to un-





## The Connecting Link Between National Advertising and Sales

Millions of dollars are spent annually in national advertising to create consumer demand. Those interested by the advertising often know not where to buy the products advertised.

Flexlume electrical advertising in front of your dealers' stores will stop much of this waste—day and night it will tell pedestrians and motorists where your product is sold—By day—bold, snow-white letters of raised glass against a dark background; by night—brilliant, solid letters of light.

Get the details of our inexpensive try-out plan for proving the effectiveness of Flexlume Electric Signs. Write

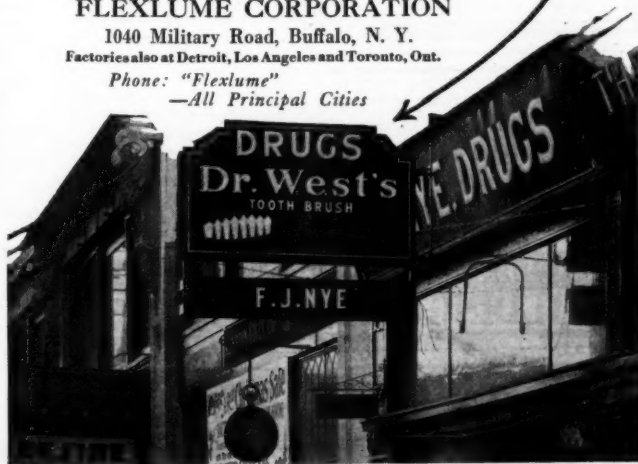
### FLEXLUME CORPORATION

1040 Military Road, Buffalo, N. Y.

Factories also at Detroit, Los Angeles and Toronto, Ont.

Phone: "Flexlume"

—All Principal Cities



**A. B. C. Est. 1873**  
**American Lumberman**  
**CHICAGO**  
 Reaches buyers for 10,000 lumber yards  
 and manufacturers of 85% of the lum-  
 ber manufactured in U. S. A.

### THE HOTEL BULLETIN

A monthly hotel magazine with  
 a national distribution.

Purchasing power of readers is  
 many millions.

Best producer in the hotel field.  
 Agency business solicited.

**BEN. P. BRANHAM, Editor**  
 951-957 Insurance Exch., Chicago

### PETROLEUM AGE

Circulation doubled this year.  
 Rates soon will be advanced.  
 Yearly contracts still available at old rates.  
 Apply at once to get the benefit of this  
 bargain.

**Vol. 14—PETROLEUM AGE—1924**

Published Semi-Monthly  
 28 E. Jackson Blvd., Chicago  
 Branch: 56 W. 45th St., New York City

### National Miller

Established 1895

A Monthly Business and Technical  
 Journal covering the Flour, Feed  
 and Cereal Mills. The only A. B. C.  
 and A. B. P. paper in the field.  
 630 W. Jackson Blvd., Chicago

For copy that sparkles with an  
 individual touch, write to

**ANNE LANE**

**125 West 16 St., N. Y. C.**

Phone: Chelsea 6600

burden himself of his constantly  
 increasing duties as president.  
 What they did look for, what  
 they realized that they must have,  
 was leadership, a quality on which  
 Mr. Kittle had shown that he had  
 a firm grasp.

Samuel Reyburn, president of  
 Lord & Taylor, New York de-  
 partment store, came to that office  
 from a bank in Arkansas. General  
 George Bell was chosen to head  
 an Illinois bank after a long army  
 career. General Harbord became  
 head of the Radio Corporation of  
 America, although he had never  
 been identified with telephony.  
 The head of one of New Eng-  
 land's largest textile mills spent  
 the first twenty-five years of his  
 business life in the machinery and  
 glue industries.

\* \* \*

Why, it may be asked, does  
 business choose with such a con-  
 spicuous disregard of what may  
 appear to be the apparent require-  
 ments for its keystone offices?  
 Why, indeed, if those in a position  
 to choose do not recognize the  
 dollar value of the fresh point of  
 view, of new impetus and of lead-  
 ership which can come to a busi-  
 ness untrammelled with handicap-  
 ping tradition?

The man at the head of a busi-  
 ness needs to keep the objective  
 point of view clearer in mind than  
 anyone else in the organization.  
 He must be free from bias and  
 prejudice which cannot but influ-  
 ence the man too familiar with  
 all the details. Theoretically, the  
 Marshall Field doctrine is sound.  
 It has helped to make that com-  
 pany a truly great retail establish-  
 ment. Where it works it is good.  
 But so long as business places a  
 premium on decisions and con-  
 tacts and co-ordination it will con-

**"5000 DEALERS PAY \$4 A YEAR TO READ"**  
**BUILDING SUPPLY NEWS** **CHICAGO**  
**ABC AND ABR**

**"GIBBONS knows CANADA"**

J. J. Gibbons Limited, Advertising Agents

TORONTO

MONTREAL

WINNIPEG

## Oracles

In the olden days when the people desired an answer to an important inquiry, they consulted a Deity or Oracle. In later days a person of reputed wisdom was sometimes called an Oracle.

There are Oracles today—men who make final decisions on important matters, such as selecting materials and equipment for new office, loft, apartment buildings and apartment hotels. Holmes Onderdonk, manager of Tribune Real Estate, acted in this capacity on the beautiful new Tribune Tower now being built in Chicago. He managed the old Tribune Building for many years and it is only natural that he should know from experience what should be used in constructing the new building so it can be operated efficiently.

Are you selling these executives in charge of construction—these owners' representatives? You can reach them and the owners, too, through their only business paper, **BUILDINGS AND BUILDING MANAGEMENT.**



*The Tribune Tower, Chicago*

*Holmes Onderdonk, Manager.  
John Mead Howells and Raymond M. Hood,  
Associated Architects.*



**PORTER-LANGTRY CO., Publishers**

Member A. B. C. 139 NORTH CLARK ST., CHICAGO Member A. B. P.

# WE WRITE PRINT & MAIL YOUR INDIVIDUAL CIRCULAR

**TO 20,000 BUYERS**  
for  $\frac{1}{4}$  of a Cent Each  
*This cost covers all expenses,  
even POSTAGE.*

Your circulars reach only WELL  
RATED DEPARTMENT and GEN-  
ERAL MERCHANDISE STORES,  
checked against R. G. Dun's.  
Every state covered. We furnish a  
complete service. Ideas, Copy, Photos,  
Cuts, Artwork, Paper, Printing, Envel-  
opes, Addressing, Mailing, even POST-  
AGE, are all included for  $\frac{1}{4}$  of 1c each.  
Full particulars submitted upon request.

**SALES-PRODUCING CIRCULAR CO.**  
30 East 23rd St. New York City.



**ONE PER CENT REPLIES  
MEANS 200 ORDERS**

## I WANT TO BECOME INTERESTED IN A YOUNG, GROWING AD- VERTISING AGENCY IN NEW YORK CITY

I'm prepared either to invest  
a small sum and my services  
at once, or to accept a posi-  
tion for a year and invest at  
the end of that time.

I'll gladly discuss my quali-  
fications at an interview.

Address "H," Box 174  
Care of Printers' Ink

## ANNE LANE

### Producer of Good Copy

"Miss Lane's work is consistently far above  
that of the average copywriter. Her skill is  
not limited to accounts requiring the so-called  
'woman's touch.'"

GEO. B. HOTCHKISS,  
Author of "Advertising Copy."

125 West 16 St., N. Y. C.  
Phone: Chelsea 6600



## Howell Cuts

**for house organs  
direct mail and  
other advertising**

ask for proofs  
Charles E. Howell, Fisk Building, New York

tinue to pick its leaders full-  
blown in other fields as often as  
it decides to grow them in its  
own garden.

\* \* \*

Salesmen are inclined to get  
ratty. The general sales manager  
of an auto-truck company said a  
few days ago that he thought  
superstition had something to do  
with it.

"A truck salesman," he said,  
"has a streak of luck with a cer-  
tain class of prospects, like coal  
companies. Immediately he be-  
gins to specialize on coal com-  
panies and in his ardor passes up  
good live prospects in other lines  
of business. When he has cov-  
ered every coal company in sight,  
he has a slump. Then if his next  
sale happens to be a hotel, he  
straightway becomes a hotel spe-  
cialist, until he has exhausted his  
list of hotels. I have tried vari-  
ous methods of curing salesmen  
of this tendency to become ratty,  
but so far I have not been able to  
find a lasting cure."

Sales managers tell the School-  
master that the "rut habit" is a  
trait of human nature for which  
no cure can be found while men  
are men, and that sales managers  
will have to count it part of the  
job and devise new schemes for  
curbing it with each new sales  
campaign.

It was therefore no shock to the  
Schoolmaster to read in a recent  
issue of the Toledo Scale Com-  
pany's dealers' magazine that the  
habit is rampant among the sales-  
men of that organization in a  
campaign now in progress to sell  
"person weighers," one of the  
company's products.

The Toledo sales manager of  
one of the sales districts discov-  
ered that the salesmen of each  
territory in his district were sell-

## LETTERING and DECORATION

VIEW 28 NEW YORK

### RALPH E. DEININGER

LACKNA 4749  
ADVERTISING DESIGNER

### PAINTED OUTDOOR ADVERTISING

COLOR  
PERMANENCE AND  
ECONOMY

*We own and maintain Painted Bulletins  
in 137 cities and  
towns of Northern N.E.*

**THE KIMBALL SYSTEM**  
LOWELL - MASS.

## *Wanted: A MAN*

experienced and expert in the selling of high grade printing, backed with a knowledge of producing it; qualified to direct a staff of salesmen—a man of personality, character, imagination and energy. ¶ For such a man there is an unusual opportunity to connect with a long established house of leading rank in reputation and resources. He is expected to make new contacts and to retain them among large users of better printing. ¶ He will be enabled to make good at once by his effective follow up of an established trade of large volume, which will be immediately turned over to him. ¶ Such a man is not cheap in his outlook, his methods or his compensation. ¶ ARE YOU THE MAN?

*The strictest confidence is pledged  
to all who respond to this call*

Address: R, Box 30, c/o Printers' Ink

## Woman Advertising Expert

Nine years' experience, six years with agency specializing in Apparel and Textiles. Producer of distinctive as well as sales-compelling copy. Seeks opportunity in wider field. Can handle duties of Account Executive or Advertising Manager. \$5000.

"G," Box 173, Printers' Ink.

Formative mind ready to plan, sketch and write.

Get the accumulation of 7 years of food and newspaper advertising, selling and managing experience with three of the largest newspapers in their field and with two of the largest food product advertisers of their kind in the country, stored up in mind of 27-year-old, who will start at \$2600.

For agency or manufacturer.

Address "A," Box 33, c/o Printers' Ink.

## PRINTING SALESMAN

of proven ability possessing a thorough knowledge of all the details of creative advertising and other forms of fine printing will consider position with firm where extensive experience and ability will be adequately recompensed.

"N," Box 179, Printers' Ink

**The Tie-up**  
  
 Free Leaflet ~ Tells How  
**STANDARD SLIDE Corp.** 209 W. 43rd St.  
 NEW YORK CITY

ing "person weighers" only to certain classes of prospects and not to others. He therefore requested each salesman to send in the names of customers who had purchased. In the Memphis territory a list of ten users included three department stores and only one bank. In the Oklahoma territory a list of twenty-one users included eleven banks and not one department store. If department stores can be sold in Memphis, thought the company, why not in Oklahoma? And if banks are such good buyers in Oklahoma, why are they not good buyers in Memphis?

When all the lists were in, it was found that in the district as a whole "person weighers" were in use in twenty-five different classes of business. The company therefore bulletined the complete list to all salesmen with the suggestion, "Don't put a limit on yourself in selling person weighers. Somewhere, someone in every class of business named is actually using a Toledo person weigher. The list is made up from our record of users. If they buy in one territory, they will buy in others. Convince yourself and you can convince them."

Making a printed list of prospects by lines of business and giving it to all the salesmen at the outset of a selling campaign is one good way to help them avoid the ruts.

When in need of  
**GOOD COPY**  
 clever, original, yet always practical  
 and sales-producing, get in touch with  
**ANNE LANE**  
 125 West 16 St., N. Y. C.  
 Phone: Chelsea 6600

## Multigraph Ribbons Re-inked

**Our** *Sur-Fast*

Send 2 Ribbons  
 to be Re-inked  
 at our expense

process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-Inking you can buy.

**W. Scott Ingram, Inc.**

Dept. B. 67 West Broadway, New York City

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost sixty-five cents a line for each insertion. No order accepted for less than three dollars and twenty-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

#### Printing Machinery and Supplies

New or Pre-Used

Printers' Complete Outfitters

Conner, Fendler & Co., New York City

**WANTED**—A first-class, high-powered advertising salesman who knows how to sell space to international advertisers. With or without capital; partner for biggest world-wide proposition. Write for appointment. Box 863, Printers' Ink.

**IS THERE AN ESTABLISHED ONE-MAN AGENCY IN NEW YORK WHICH IS READY FOR ANOTHER MAN, WITH SERVICES, SMALL CAPITAL AND PERHAPS SOME BUSINESS? WRITE FULLY. BOX 885, PRINTERS' INK.**

#### FOR \$15.00 CASH

An inch Display Advertisement can be inserted one time in 153 country weekly newspapers.

**THE MESSENGER of SMITHTOWN**  
Smithtown Branch, Long Island  
New York

#### CLEVELAND TERRITORY

Representation wanted for one or more trade or general publications on commission and drawing account basis by salesman thoroughly acquainted with accounts and agencies. Box 886, Printers' Ink, Chicago Office.

**For Sale**—Hoe perfecting press. Sixteen pages of eight columns or twenty pages of seven columns. Four curved pieces and metal furnace. Now printing above 12,000 daily and Sunday. Speed, 18,000. Can be seen running on floor. Will sell cheap to make room for larger press. The Meridian Star, Meridian, Mississippi.

#### FOR SALE

Because of change in systems, will dispose at very low cost in bulk or part.

Addressograph Equipment—Complete Outfit for Mailing or Publicity work.

23 Steel Cabinets—18-tray capacity.

242 Trays for above.

40,000 Model B Frames (shifting tab).

1 U.G. Graphotype (power).

1 3-A Automatic Addressograph, for envelopes.

2 F-1 B Addressographs.

Lot of spare parts and accessories for above.

All equipment in perfect running order. 110-Volt D.C. Motors on all machines.

FAIRCHILD PRESS, Inc.

8 East 13th Street, New York City

**Premier up to date Two Revolution Press**, all latest improvements. Both deliveries, takes 38 x 50 sheet. Bargain if bought now. Address Premier, Box 860, Printers' Ink.

**Cylinder Press Two Revolution Whitlock**. Has four form rollers, vibrators, geared angle rollers, trip, back-up, bed 43 x 56, takes sheet 38 x 50 at an exceptional bargain if purchased before removal. Whitlock, Box 861, P. I.

### HELP WANTED

**Retoucher Wanted**—Position open for a capable retoucher on mechanical subjects. Good pay and steady employment to right man. Onondaga Photo Engravers, Inc., Syracuse, N. Y.

**HAVE PERFECTED** a new Christmas Greeting Card; different. Am looking for salesmen or sales organization. Will be in Philadelphia November 27, 28, 29. Box 883, Printers' Ink.

**Copy wanted** that will help sell paper and printing machinery. Always have assignments of moderate proportions for freelancers. Fred T. Singleton, Room 1008, 461 Eighth Avenue, New York.

### SALESMEN

for specialty advertising proposition; something that sells at sight; big money for right men. Gulfo Printing Company, 458 Broome Street, New York City.

**Advertising Solicitor**—young man or woman, experienced—with personality, ambition and real sales ability; established publishing house; salary. Box 200, 2501 World Tower Bldg., New York.

**Stenographer**—Young man, about 22, high-school graduate, for publication department of business concern; unusual opportunity for one desirous making advertising his profession. Box 891, P. I.

**Layout Man** with keen conception of layouts and ability to make finished advertising roughs or dummies. Agency production experience desirable, but not necessary. Good opportunity for advancement. State salary desired. Box 881, P. I.

### AMBITIOUS MAN WANTED

to make success of promising idea. Must have initiative, persistence, energy and give recommendations as to character and education. Brains will count. Practically no money required. To put over new magazine idea and get in on ground floor. Originator must have efficient help and is willing to share success with the right man. Write Box 873, Printers' Ink.



**Advertising Rate Clerk** by progressive publishing house. Reply, giving age, experience and salary desired. Box 892, Printers' Ink.

**Supervisor of Force of Advertising Solicitors**—Must have magazine of national repute advertising experience, metropolitan district, thorough knowledge advertising agencies. Only highest calibre man considered. Salary open. Brown Employment Exchange, 7 W. 42nd St., New York.

**TWO SPACE SALESMEN** wanted for electrical business journal—one each for Cleveland and Chicago territories. Applicants must have had considerable experience. Positions pay salary, expenses and bonus. Will only consider replies giving full information regarding former and present connections and pertinent personal history. Answers will be held confidential. Box 869, Printers' Ink, Chicago Office.

#### FURNITURE ADVERTISING MAN

A large Southern Furniture Store—a unit in a strong organization comprising several large stores located in several states—wants a good advertising man who can design and write strong copy for credit furniture business. A wonderful opportunity for some young man who can make good and through results in this one store prove his ability to take over the advertising for all the stores. Give full information about yourself in first letter which will be treated confidentially. Address Box 870, P. I.

**Wanted**—Assistant Advertising Manager. The Sales Manager of one of the finest printing plants in the East needs an assistant, a young man from 25 to 35 years of age, who knows type, art work, engravings and printing. He should be a young man who can make printing estimates accurately, can write and design direct-mail folders, write sales letters and present marketing plans to clients. Wonderful opportunity. In letter state age, nationality, education, experience, present employment, reasons for desiring change, and, if possible, enclose photograph, which will be returned. Box 865, Printers' Ink.

### \$4,000 to \$5,000 Salary

to Advertising Manager, who can write well-arranged Informative Interesting Copy for New York State Department Store. To receive notice first letter must state age; details of experience, and contain one or two specimens of work. Correspondence confidential.

Address Box 871, Printers' Ink.

**ARTIST WANTED** in New York branch leading business paper. Exchange rent of office for rough layouts. Income to artist from accepted finished work ranges from \$75.00 to \$200.00 monthly, part-time only. No limit to someone with creative ability. Write for appointment. Box 868, Printers' Ink.

**We're Passing the Buck—Thousands of Bucks to you.** Selling ALEXANDER FILM PUBLICITY passes up to \$25,000 yearly to a single salesman. The average makes \$50.00 a day. The proposition is new, convincingly productive—advertising by real movies. Big field. No competition in quality of trailers. No investment. Write. ALEXANDER FILM CO., 3360 S. Broadway, Denver, Colo.

## Advertising Manager and Copy Writer

with practical sales knowledge of furniture business. Preferably one now employed in similar capacity. Will find opportunity to establish himself permanently and profitably with one of the oldest successful retail furniture houses in New York City. Write, giving all details, which will be held strictly confidential. Box 893, Printers' Ink.

#### MISCELLANEOUS

**JINGLES, POEMS AND PARODIES** for editors, advertisers, everybody. "Ideas Furnished and Finished" by author of "One Hundred Years Ago Today." C.L.A., Box 431, Oelwein, Ia.

#### FOR SALE

Complete set of I. C. S. text-books on advertising (40 lessons). Original price \$125.00, yours for \$23.00. Will send for inspection. Write Box 867, Printers' Ink.

#### POSITIONS WANTED

##### YOUNG LADY

expert typist, desires position, mornings. Full time later. Handle detail work. Advertising, publishing experience. Box 888, Printers' Ink.

##### LETTERING, LAYOUT AND DESIGN ARTIST

wishes connection with agency. Prefer as Art Manager or Assistant. Freelancing at present. Box 890, P. I.

##### DIRECT ADVERTISING SALESMAN

A worker, a successful salesman, who knows both the creative and mechanical sides of Direct Advertising. Can build clientele. Will consider connection only with live, aggressive, well-organized house offering possibilities of substantial earnings. New York location. Box 889, P. I.



**Young Man, 24**—Five years' experience in reference library. Desires to make change. Would prefer position in research department of advertising agency or publisher. Box 878, Printers' Ink.

#### ARTIST

Diligent young woman with painstaking pen wants advertising work; nominal salary or fee. Zola Vogel, National Academy of Design, New York.

**Production**—Young woman, 27, advertising and publishing experience. Thorough knowledge of mechanical production and follow-up. Five and one-half years' experience. Now employed. Box 879, P. I.

#### ON TO BIGGER BUSINESS!

Put Vitamin into your advertising. Write this widely experienced Advertising, Publicity, Exploitation man. Sell your opportunity. Box 882, Printers' Ink.

#### ADVERTISING WRITER

Eight years copy chief big New York agencies. Box 874, care of Printers' Ink.

#### Automotive Copy

Idea man and copy writer on automotive accounts available for part-time work at once. Box 877, Printers' Ink.

**Classified Manager**, who has had wide range, experienced in Production, Collection and Manager all departments of classified advertising on Newspapers, wants change. Can give best of reference, write or wire Box 866, care of Printers' Ink.

**Artist**—Experienced in commercial work, possessing initiative and ideas, with time free for additional work, desires to hear from advertising agencies or other concerns. High-grade work at extremely moderate rates. Box 894, Printers' Ink.

**COPY WRITER**—Service department and agency experience on business-paper accounts. References from clients as well as from employers. Primarily seeking permanent connection, but interested in special copy assignments. Box 884, P. I.

#### ARTIST

able to direct, create and buy highest type of commercial art desires congenial connection. Salary immaterial until ability demonstrated.

Would also consider partnership or investing some capital. Box 875, P. I.

#### Drug Store Advertiser Wants Position

Man trained in advertising drug-store merchandise seeks connection with firm selling through retail drug trade. Is registered pharmacist, familiar with advertising and merchandising of proprietaries, toilet articles, etc. Has had experience in retail, wholesale and manufacturing lines. Middle-Westerner, age 32. Write him to submit samples of his work and give more complete information. Box 887, Printers' Ink.

#### WE CONNECT THE WIRES

**TELL US** about that vacant position and let us tell you about the man who is ready and fit to fill it.

We operate as an employment bureau exclusively in the advertising and publishing field. No charge to employers.

#### FERNALD'S EXCHANGE, INC.

THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

#### A BUSINESS-GETTER

wants New York connection. Young woman. Good education and personality with successful record in agency and magazine sales and executive work. Open for agency, magazine or trade-paper connection. Salary and commission. Box 872, P. I.

**Advertising Salesman**—first-class, 15 years' successful experience and close contact with New York City and Eastern agencies, large national advertisers, class and trade fields accounts—open for engagement; familiar with and would locate in Western territory; best references. Box 880, Printers' Ink.

#### EXECUTIVE

with nine years' mail-order experience operating merchandise and clerical departments; can capably apply modern business systems and production methods. Age 29, excellent references and desire to connect with growing concern needing ambition, enthusiasm and versatility. Available now. Box 876, Printers' Ink.

#### A Real Assistant

Some busy ACCOUNT EXECUTIVE or ADVERTISING MANAGER will be thankful for the assistance of this young woman, whose five years' experience has thoroughly familiarized her with the mechanics of magazine and direct-mail advertising. Employed at present—but wants to grow. Box 864, Printers' Ink.

#### Sales Executive and Electrical Engineer

with wide experience desires a connection of permanency with a firm marketing electrical goods that feels certain of a broader market if its sale plan can be organized, developed and directed to care for the enlarged field.

This man is accustomed to complete responsibility. His wide experience has taught him the importance of dealing harmoniously with finance, administration and sales.

Employed at present—38 years old—can handle men.

Complete information can be obtained by addressing Box 862, Printers' Ink.

# Table of Contents

NEW YORK, NOVEMBER 20, 1924

Cut Loose from Secret Rebates.....	<i>A. H. Dente</i>	3
Outcasts of Production.....	<i>Mac Harlan</i>	10
Where Do We Go from Here?.....	<i>Earnest Elmo Calkins</i>	17
Some Predictions about Business in 1925.....		25
A New Quirk in Industrial Marketing.....		26
Libby Sells in Rome as It Does at Home.....		33
	<i>An Interview with E. G. McDougall</i>	
Britain Bans Radio Advertising.....	<i>Thomas Russell</i>	49
"I Don't Want Any Tombstone Ideas Among My Salesmen".....	<i>B. J. Williams</i>	52
How Warehousing Can Promote "Spot" Stock Turnover.....	<i>H. A. Haring</i>	57
Making Two Facing Pages a Single Unit.....	<i>By a Commercial Art Manager</i>	77
Industrial Research and Resale Ideas.....	<i>Joshua C. Brush</i>	85
A Census of Wastes in Distribution.....		98
Reaching the Retailer Who Does Not Believe in Advertising.....		111
	<i>C. B. Larrabee</i>	
A Price Mark Inside the Package.....		122
How to Answer the Abuser of Guarantees.....	<i>E. B. Weiss</i>	124
Heart-to-Heart Selling as Viewed by a Banker.....	<i>William E. Knox</i>	134
Getting Prospects into Overalls to Sell Themselves.....	<i>Dana Hubbard</i>	145
Copy Puts On Long Pants.....	<i>Donald MacLean</i>	157
John Sullivan Resigns from A.N.A.....		169
Editorials .....		178
Pushing Pet Formula Buttons—Preparing Retailers Against January—		
The Banker as a Key Man—"Health in the Home" Appeal.		
The Little Schoolmaster's Classroom.....		184

# Quick action for your BOSTON Advertising



**I**N 1923 the Herald-Traveler carried thousands of lines more national display advertising of miscellaneous articles than any other Boston newspaper. Last year the Herald-Traveler's volume of this class of advertising was *almost double* that carried by its nearest Boston competitor in the six-day field. Why?

The reason is found in the Herald-Traveler's exceptional pulling power. Daily the Herald-Traveler reaches the most responsive section of the Boston market. The advertiser of specialties knows that his message in the Herald-Traveler brings immediate and satisfying returns. The advertisers of other miscellaneous products recognize the fact that Herald-Traveler readers respond, profitably, to the mere appeal of the printed word.

If you seek quick action for *your* Boston campaign, by all means include the Herald-Traveler in your schedule. No other Boston newspaper covers the field reached by the Herald-Traveler. No other Boston newspaper offers you so important a market.

"Business Boston" and "Mistress Boston Goes to School" are two valuable booklets that explain the Boston advertising situation in detail. Both should be in the hands of every thoughtful advertiser. Both will be sent you, *gratis*, upon request on your business stationery.



## BOSTON HERALD-TRAVELER

# 767,451

**W**HEN the public wants the complete, authentic report of any important event, it reads The Chicago Tribune.

Notwithstanding the fact that six Chicago radio stations, and scores in other cities, had issued election bulletins until long past midnight, the circulation of The Chicago Tribune Wednesday, November 5th, increased 152,582 over the average for the month of October, reaching a total of 767,451.

With the election of President Coolidge and a Congress to support him, advertisers may expect ever-increasing returns from their advertising in this ever-advancing medium.

## The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER